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The
ROSES
of
New
Castle

Glorious
New
Everblooming
Bush Rose
David O. Dodd



2

TWO YEAR

David O. Dodd

P L A N T S

\$1.35 POST
PAID

Forty-first Year
HELLER BROTHERS CO.

P. J. LYNCH, Owner

NEW CASTLE



INDIANA

IMPORTANT ANNOUNCEMENT

P. J. LYNCH, JR.

NAMED GENERAL MANAGER

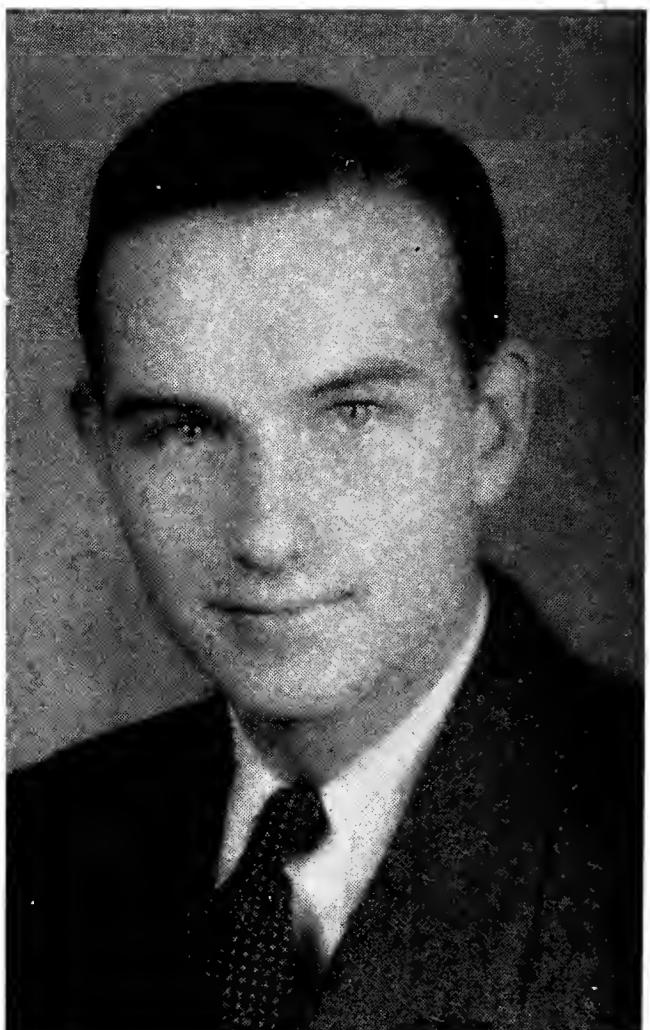
During 40 years I have grown millions of rose bushes. That they "go and grow everywhere" is no exaggeration. This city is known the world over as "**THE ROSE CITY.**"

I am now placing in younger hands the responsibilities of this business. My son, P. J. Lynch, Jr., has been appointed General Manager of Heller Brothers Company.

Our reputation for the **Best Roses in America, progress, and fair dealing** will continue as your guarantee of absolute satisfaction under the management of P. J. Lynch, Jr.

Send your rose problems to Mr. Lynch for his personal attention.

Your patronage and continued approval will not only be gratefully appreciated by me but also by my son, P. J. Lynch, Jr.



P. J. LYNCH, JR.
General Manager

The Famous "ROSES OF NEW CASTLE" for 41 years have been grown for the amateur or the beginner and are always on their own roots. Their fame is world-wide. Grown in large pots or crocks, they are the most rugged, healthy, enduring, sure blooming roses now known. Our growing methods are not duplicated elsewhere and our plants may be planted at **any time it suits you.**

Our roses are as much an advance over the ordinary rose plant sold today, as the automobile is over the old fashioned horse and buggy.

Kept during the winter in large pots, where they make tremendous roots, like trees, and at a temperature just above freezing, (nature's way of resting all plants and trees), when planted in the spring in just ordinary, good garden soil, they burst into magnificent growth as do all winter rested trees and plants and produce their gorgeous flowers early and in greater abundance and more continuously than any other rose plants in the world.

These plants are free of disease, healthy, enduring, **pot grown, always on their own roots and may be planted**

as soon as all frost is out of the ground and anytime that you wish during the growing season. May, June, July, August, September, October and even November up to severe freezing. No closed season for planting. Buy them whenever it suits you best to plant them.

These potted roses of ours, on their own roots, have a great advantage over dormant, wild root, field grown roses, whose season for planting is in the very early spring and the very late fall. Our potted rose plants are ready for shipment **all the year through.** Plant them anytime in the year.

Once more let us impress upon you that these **are potted rose plants with wonderfully strong, active working roots** ready to give immediate results in flowers in gorgeous abundance and they **may be planted any month in the year, wherever you live in the U. S. A., if the ground is not frozen.** There are no other roses like these famous potted "ROSES OF NEW CASTLE" and our low prices give you no idea of the value and the pleasure you will have from planting them. If you need any special help, write us, sending a stamped envelope for reply.

Buying from us by mail is made easy. If it is not convenient for you to send a Post Office Money Order or Check with the order, we will gladly send the goods by Parcel Post, C. O. D. Just pay the postman when the goods arrive. We guarantee safe delivery to your door.

HELLER BROTHERS COMPANY
NEW CASTLE, INDIANA

To Whom It May Concern:—"Mr. P. J. Lynch, owner of Heller Bros. Company, stands high in the business community and does an extensive nation-wide business. We recommend him as an honorable, upright business man, whose guarantee may be relied upon at all times."

Citizens State Bank, New Castle, Ind.

P. J. LYNCH, Owner

Here are Answers to Your Questions • • • Please Read • • •

The Real Test of a rose is its roots. The root action is the motor of the plant. Our Roses, grown by skilled growers, are heavily rooted and specially prepared to stand up and do well—anywhere—even under most unfavorable conditions. A rose plant will not bloom profusely unless it has strong, vigorous roots. This is what you expect and pay for. You get real roots with the "ROSES OF NEW CASTLE" and always the kind of plants that do well and bloom profusely without any coaxing or petting. Our pot-grown rose plants are unsurpassed in quality—and the prices are remarkably low. We take the risk out of rose planting by growing only high grade stock in pots. The best is always the cheapest. Don't be deceived by "loud speakers." Noise and real service seldom go hand-in-hand.

When to Plant. Plant these famous pot-grown "ROSES OF NEW CASTLE" after all danger of freezing or heavy frost is past, and any time thereafter that suits you. Don't overlook this fact that these "ROSES OF NEW CASTLE" may be planted any time during the growing season—from early spring, summer up until freezing weather—because, being pot-grown, they can be transplanted safely whenever it suits you. Dormant plants have a short planting season in the early spring and also a short life, as we have observed. Our plants are pot-grown, the best for the amateur planter. Plant them whenever it suits you, after all danger of severe frost is past.

How to Plant. Plant them as a rule, if in beds, 18 to 24 inches apart. Nothing ironclad about this. Plant to suit yourself or your space. Plant closer if you want to. Put the plant down well into the soil—deeper than they have been grown in the soil here. Firm them thoroughly into the soil, leaving a slight depression around the plant to hold the moisture. After planting pour the water around the roots until you are sure that the soil at the bottom of the roots is well dampened. Don't be afraid to water them at this period, and when this is done don't water too much afterwards. Roses are like corn; they like hot, dry spells and heavy rains. If the roots are kept wet all the time the young feeding roots will not develop, so if they dry out now and then it will be helpful, and if you must water—water them well after such drying periods. Roots are developed when the plants are on the dry side from time to time. If you have water under pressure, syringe the foliage frequently. It helps to maintain health, just as we all find a bath refreshing, as well as healthful. As the plants bloom, cut the flowers as they appear, and have the pleasure they are intended to give. As you cut them it helps to develop more blooming shoots. When the plants are growing actively feed them, say every ten days

to two weeks, lightly of course. Mulching with cow manure now will do wonders.

Winter Protection. Please Read. This writer, after a lifetime of observation, has arrived at the conclusion that more rose plants are killed from too much, misdirected kindness than all other causes combined. In my own yard I have Tea Roses, Baby Ramblers, Hybrid Teas and Hybrid Perpetuals. I have never protected my plants at all, and have lost practically none. I don't say this is a rule to be followed, but I do say this. A large percentage of amateur planters, as soon as the first heavy frost comes, commence covering their rose plants. This is the wrong procedure. Don't commence protection until real freezing weather comes—then put a good covering of soil around the plants, then leaves, litter, straw; heap plenty of soil up around the stalks. Now, here again—is the value of the "ROSES OF NEW CASTLE." Because they are on their own roots, the tops may be completely winter killed, but they will start again from the roots the following spring. Not so with the nursery-grown, wild-root rose plants. If their tops are winter killed you have nothing left but a wild root. Our roses are therefore more enduring, far more valuable, and it is not unusual for them to last a lifetime. Uncover the plants in the early spring, gradually, just the same as you covered them, so when all danger of freezing is over you will have them practically uncovered. Now don't cover too early or too much, and don't let the covering stay on too long in the early spring.

Pruning. When plants fail to mature buds, remove a large percentage of the undeveloped buds and imperfect blooms. If the bushes are more spreading than desired they can be pruned back without injury **about one-third of their growth in early spring, before they foliage out.**

General Information. After planting, if the leaves turn yellow and drop off, do not be alarmed. Nature thus conserves the vitality of the plant. Immediately the plant will throw out new and stronger shoots. During the growing season if the plants develop diseased foliage that indicates the root action is poor and the plant needs nourishment, in the way of a good plant food. Roses like sunshine. Partial shade is not so harmful, but they do best in full sunshine. Do not plant too close to trees or shrubs.

We offer rose plants in three sizes—strong one year old plants, immense two year old plants, still larger star size plants, magnificent specimens. Pot grown, Immense roots—All postpaid. Plant any time, spring, summer, fall. Whenever it suits you.

READ WHAT U. S. GOVT. SAYS—In a bulletin issued by Dept. of Agriculture, entitled "ROSES FOR THE HOME," which of course may be relied upon as being impartial, and which is issued for the purpose of helping amateur rose growers—this is what they say in regard to WILDRONT roses, which we **do not** grow, and OWN ROOT roses, **which is our specialty**, and which we have always claimed are the most satisfactory for amateur rose growers:

"The expert who can constantly watch his plants may be successful with grafted and budded roses, but the average grower would do best to use own rooted plants, even though they do not grow so fast. The few varieties that succeed only when grafted should not be tried until the grower has become expert in handling roses. Climbing roses are grafted less often than hybrid perpetuals, hybrid teas, and teas."

The Glorious DAVID O. DODD

The Long Looked For

Crimson Bush Rose



Superb Hardy Everblooming Crimson Bush Rose

(Illustrated on front cover page)

The dream of every rose grower has been to produce a new, crimson rose of outstanding beauty. Starting with "RICHMOND," which attained much fame, there has been many new, crimson and red roses introduced, but nothing to compare with the "**DAVID O. DODD.**" It is a matter of pride that we bring this amazing new rose before the rose lovers of America.

"DAVID O. DODD" produces in marvelous profusion, flowers 5 to 7 inches across with as many as 50 or 60 petals, on a strong bush, growing to the height of 3 to 4 feet. Marvelous for its health and vitality. The magnificent, deep, dark crimson flowers, flushed deep scarlet, are borne on long, stiff stems. Buds superbly formed; both buds and flowers are of immense size. Continuous blooming. Foliage very large and disease resisting. Hardy in all sections of the country.

A gorgeous, new, American rose with the most delicious perfume. "DAVID O. DODD" will astonish and amaze you. A great novelty of the highest merit and we offer it, in comparison to the other new roses, at extremely low prices within the reach of everyone.

SPECIAL BARGAIN PRICES—STRONG POTTED PLANTS, ON OWN ROOTS

1 yr. old plants, 25c each, 3 for 60c; 2 yr. old plants, 75c each, 2 for \$1.35, 12 for \$7.00; still larger star size specimen plants, \$1.00 each. All prices include postage prepaid.

A MOST POPULAR AMERICAN ROSE ... LOVELY... "Jeannette Heller"

The prettiest, strongest, healthiest, hardiest, fancy-colored garden bush rose in the world.

The proof of goodness in anything is the continued demand for it. This great rose of ours stands without a parallel in sales, we believe. Upwards of a million plants has been sold and planted the world over. Thousands of voluntary testimonials from every section of the country tell us that "Jeannette Heller" is one of the most satisfactory and most beautiful of all roses.

In health, hardiness, tremendous growth and for continuous blooming, it stands alone—unparalleled. Has the vigor of an oak, growing in ordinary soil and under poorest conditions to perfection everywhere. We have seen it here in the ice and sleet still blooming and in Jamaica, under the tropical sun, literally covered with gorgeous buds and flowers—indeed a convincing test.

Color indescribable a beautiful blending of shell pink in center, shading off to rosy blush and pale yellow, sometimes creamy yellow and pearl, then again almost pure pink.

Flowers immense in size, as big as an ordinary tea cup; buds beautiful, pointed, enormous.

In any size plant it will bloom immediately **this year anywhere**, and continuously until freezing weather.

Massive leathery-like foliage protects it from insect attacks. Plant it where you will—**IT GROWS. IT BLOOMS**—and is an everlasting joy to the beginner or amateur. Born in America and ought to be planted in every American home. It has made us famous. It will make you a rose enthusiast forever.



Our Lovely Jeannette Heller Rose



Alexander Hill Gray
Gorgeous Yellow

Alexander Hill Gray

We are firmly convinced that this lovely bush rose is one of the very best, if not the best yellow, everblooming garden rose. Our friends, everywhere, praise it in glowing terms. The color, which is a deep lemon-yellow, deepening as the flower expands, does not fade, in the open ground. Buds and blooms are of perfect form, immense in size, full and double, produced in continuous abundance. Extra strong grower and hardiest of all tea roses. Free from disease. Might be termed a yellow "American Beauty."

Dainty "Baby Doll"

Exquisitely Beautiful—Colors Rival the Rainbow
Our Sensational New Hardy Everblooming Bush Rose

This lovely baby or miniature introduction of ours is the most unique of all roses. The foliage is three times as plentiful as is usually seen and is insect proof. It grows not to exceed 15 inches high, produces hundreds of perfectly formed, absolutely double, miniature blooms, early and late, all the time, outdoors and indoors in pots. The plant is always blooming! In hardiness and health it is superb, exquisitely formed, dainty and beautiful. The tips of the petals show vivid crimson, then that mellows down through shades of pink into saffron, lavender, gold and yellow and finally into deep old gold—so extraordinary that everyone who sees it exclaims, "What a wonderful rose!" Perfectly hardy everywhere. Still in bloom today in the writer's garden. (November 20th.)



Our Dainty "Baby Doll"

SPECIAL BARGAIN PRICES: Jeannette Heller, Alexander Hill Gray, Baby Doll: Potted Plants, own roots, large 2 yr. old plants, 70c each; 2 for \$1.35; 12 for \$7.00. Still larger, star size, specimen plants, \$1.00 each; strong 1 yr. old plants, 25c each, 3 for 60c. All postpaid.



"All the rose bushes I have ordered from you have been very satisfactory."
—Mrs. W. E. Matthews, 423 Lincoln St., Johnstown, Penna.



New Hardy Everblooming Garden Roses

The yearly crop of new roses brings but few that are worth while. Unless you want to experiment, no need to go outside of what is offered here. Hardiness, health, freedom of bloom, beauty of flavor, and wide range of new color effects—all will be found in our list. All are bush type, hardy garden roses. Hybrid Teas, except as noted.

Talisman

Sensational and world famous new bush rose, with very large, double blooms produced in constant profusion. Indescribable colors—brilliant orange yellow with coppery red shades, blended into a combination seen in no other rose; fragrant, exquisite buds, very hardy, free-blooming. The most sensational introduction in fancy colors now known. Sold only in strong 2 year old pot-grown plants; **75c each** and larger star size, **\$1.00 each**.

President Hoover—New novelty bush rose, free-blooming, gorgeous colors—shades of orange, pink, coppery red, with orange yellow at base of petals, suffused with rose pink—dazzling and impossible to describe. Lovely buds, flowers 7 inches across, exquisite fragrance. Selected as the best of 40,000 new prospects; given highest honors and gold medals everywhere. Very hardy. Sold only in strong 2 year old, pot-grown plants, **75c each** and larger star size, **\$1.00 each**.



A Great New American Rose, **Talisman**

Crimson Beauty—New. Improved “**Gruss an Teplitz**.” Strong, clean, sturdy bush. Glowing crimson flowers, borne continuously. Very hardy.

Chaplin's Pink Climber—Pronounced as the best hardy climber introduced in years. Large flowers clear, sprightly pink, borne in immense trusses. A pink “**Paul's Scarlet**.”

Mrs. A. R. Waddell

Rivals “**Rev. F. Page-Roberts**” better grower. Beautiful buds, large flowers, a very double; rosy scarlet, reverse shaded salmon tints. Really a jewel among roses; too little known. Distinct, strong, free, hardy.

Lady Alice Stanley—Color, coral-rose, inside of petals shading to flesh pink. Very beautiful. Easy to grow.

Roselandia—Dark saffron-yellow. Considered an improved “**Ophelia**.” Sweet perfume.

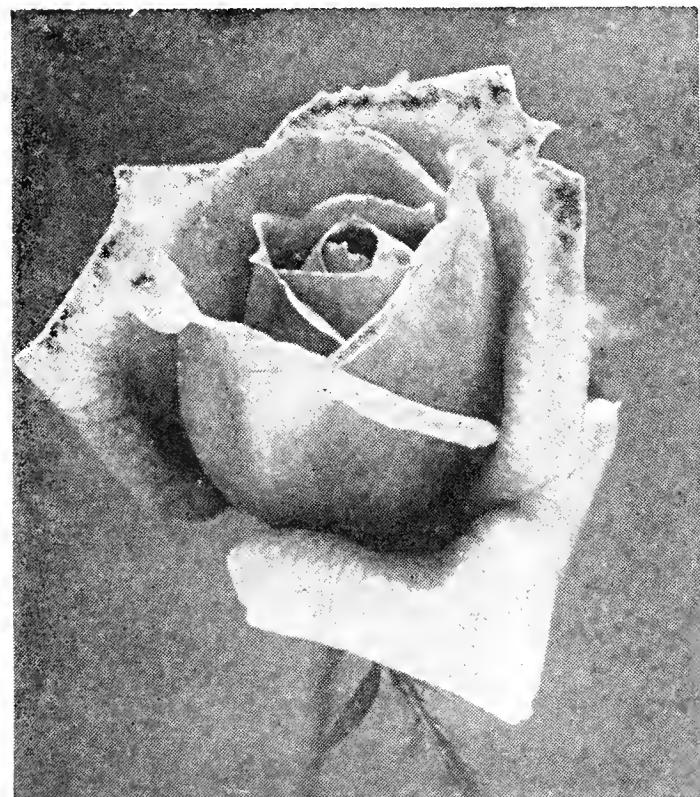
W. Freeland Kendrick—Flowers large, double. Color, flesh deepening to peach in center.

Senator Mascurand—Unusually healthy. Exquisite large deep, double flowers, globular blooms center egg yolk color shading to sulphur yellow. Rare, scarce, beautiful.

Parde—New. Improved “**Mme. Herriot**.” Brilliant, coppery scarlet, flushed yellow at base of petals. Semi-double; beautiful long buds. **2 yr. only 75c.**

Mrs. Henry Morse—Best new two-tone, much sought for. Contrasting shades of pink, glowing yellow undertones. Gorgeous. **2 yr. only 75c.**

Mme. Gregoire Staechelin—New Spanish climber. Much talked about and high priced. Strong, climbing, hardy everywhere. Buds crimson, expanded flowers showing splashes of carmine, pearl pink inside; striking.



Beautiful **Mrs. A. R. Waddell**

“The roses arrived in good condition. No other firm packs them so well.”—Richard J. O’Fallon, U. S. Naval Station, Guantanamo Bay, Cuba.

NEW LOW PRICES: All roses on this page except where noted: Strong, first size plants, 25c each, any 3 for 60c; Strong 2 yr. old plants, 70c each, any 2 for \$1.25, any 6 for \$3.50, any 12 for \$6.50 postpaid. Still larger star size plants, 90c each. All postpaid. Ready for planting spring, summer and fall.

NEW ROSES—Continued



The Superb Etoile de Holland

Royal Red—Flowers enormous. Scarlet red, almost black shadings; delicious fragrance.

Edel—Bud large, flower large, double, stately; fragrant; white wth ivory shading.

Elsie Beckwith—Rich glowing rosy pink, sweetly scented blooms, with large bold stiff petals on long stems. Vigorous upright grower.

Duchess of Wellington—Blooms very large, full and perfectly formed with high pointed center. Color a dainty saffron-yellow. Vigorous, free flowering.

Lady Ursula—Pale pink, blooms continuously throughout the summer.

La Champagne—Semi-double peach colored blooms, slightly shaded darker. Better than Madam Butterfly.

Red Giant—Bears lovely carmine colored flowers throughout the season.

City of Little Rock—Beautiful bright pink. Flowers large. Strong grower, free flowering.

John Cook

Color clear pink, reflex petals a lighter shade. Large flowers borne continuously. We think this is one of the great garden roses of our time.

Kootenay—Flowers of immense size, full, double. Strong grower. Color creamy white. A profuse bloomer. A great rose.

Red Columbia—Color brilliant scarlet crimson of exquisite shading.

Courtney Page—Magnificent flowers, large, full double. Intense glowing crimson overlaid with a velvety sheen. Grand grower. None better.

Templar—Clear, bright crimson red of exceedingly double form. Flowers wonderfully beautiful.

The General. New, red leader. Dwarf. Vigorous. Free blooming. Lovely flowers. Delightful fragrance. Color brilliant red. Rare. **2 yr. only.**

Betty Uprichard—Beautiful, new, two-toned rose. Copper-red buds. Large semi-double flowers; brilliant orange. Carmine outside of buds, with light salmon shades. New and strong growing. **2 yr. only.**

Briarcliff—Great garden rose. Brilliant pink, enormous; highly scented. Healthy, strong growing.

Etoile de Holland

Bright red flowers of good size, fairly full, deliciously perfumed. Regarded as one of the best new roses.

John C. Mensing—Bright shimmering pink shaded golden. Petals large, well formed; gorgeous.

Rose Hill—Improved Columbia. Pure rose pink. Unsurpassed in size, beauty and healthy growth.

Garden Gem—Grand grower, absolutely free from disease. Satiny pink flowers of lovely form. Magnificent bloomer. One of the best new roses.



Great Garden Rose, John Cook

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Any Two—2 year old Roses \$1.25—
below for 1 Postpaid

All 2 yr. old potted Roses, many of them actually 3
yr. old, selling at bargain prices. See bottom of page.

Hardy Everblooming Garden Bush Roses

On this and the following pages are offered all the great Hybrid Tea, garden bush roses that are planted by nearly everybody because of the sound satisfaction they give everywhere. They bloom continuously from early summer until severe freezing weather; have large bold, handsome, exquisitely fragrant flowers in most gorgeous colors. Like all roses they are benefited by winter protection. Once planted these great garden roses are practically permanent. Any rose not offered in this book will be secured for you at a low price.

Gruss an Teplitz

The Sweetest, Richest Crimson Hybrid Tea Rose—Considered one of the world's twelve best roses. The intense, dazzling color of this rose is found in no other variety. Fiery crimson, shaded with a dark velvety sheen totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion. The flowers are produced singly, sometimes in clusters, producing a gorgeous effect. Splendid cutting rose.



One of the World's Best, Gruss an Teplitz

Mrs. Aaron Ward—Very distinct, coppery orange in the bud, golden orange when partly developed and pinkish fawn when fully opened. Splendid; pleasing fragrance. Plant is dwarf, spreading with healthy holly-like foliage; always blooming.

Red Radiance

A Great American Bush Rose

Has no superiors and few equals; identical with the original Pink Radiance, except the color is a splendid, even shade of clear red, without a trace of any other color, retaining its vividness after being cut. The vigor of growth, its adaptability to any soil or climate has made this rose outstanding. It does just as well in the far North as in the extreme South. It is one of the twelve best garden roses in the world. Very hardy and free blooming.

Crimson Queen

There is no color that produces the show that a good crimson does. This is a rich, bright, velvet crimson. A strong, vigorous, upright grower; flowers large and full. Always in bloom; extremely hardy.



Great Red Radiance

Pink Radiance

Gloriously formed flowers, immense in size, exquisite fragrance, grand foliage, healthy growing, fine color, always in bloom. The color is beautiful—bright carmine-pink. Hardy everywhere with protection; as its name suggests, radiantly beautiful. One of the world's twelve greatest roses.

Victor—Strongest growing garden rose we have ever seen. Immense foliage. Deep, rosy, very large pink flowers on long stiff stems. Buds long and pointed opening full and double.

Rhea Reid

The flowers are immense in size, full, deep and double. They are borne in endless profusion on long, stiff erect stems. The color is vivid scarlet crimson, gorgeous in appearance.

NEW LOW PRICES: All roses on this page: Strong, first size plants, 25c each, any 3 for 60c; Strong 2 yr. old plants, 65c each, any 2 for \$1.25, any 6 for \$3.50, any 12 for \$6.50. Still larger star size plants, 85c each, 2 for \$1.50. Ready for planting spring, summer and fall. All potted plants, on own roots. All postpaid.



Crimson Queen

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HARDY EVERBLOOMING GARDEN BUSH ROSES—Continued

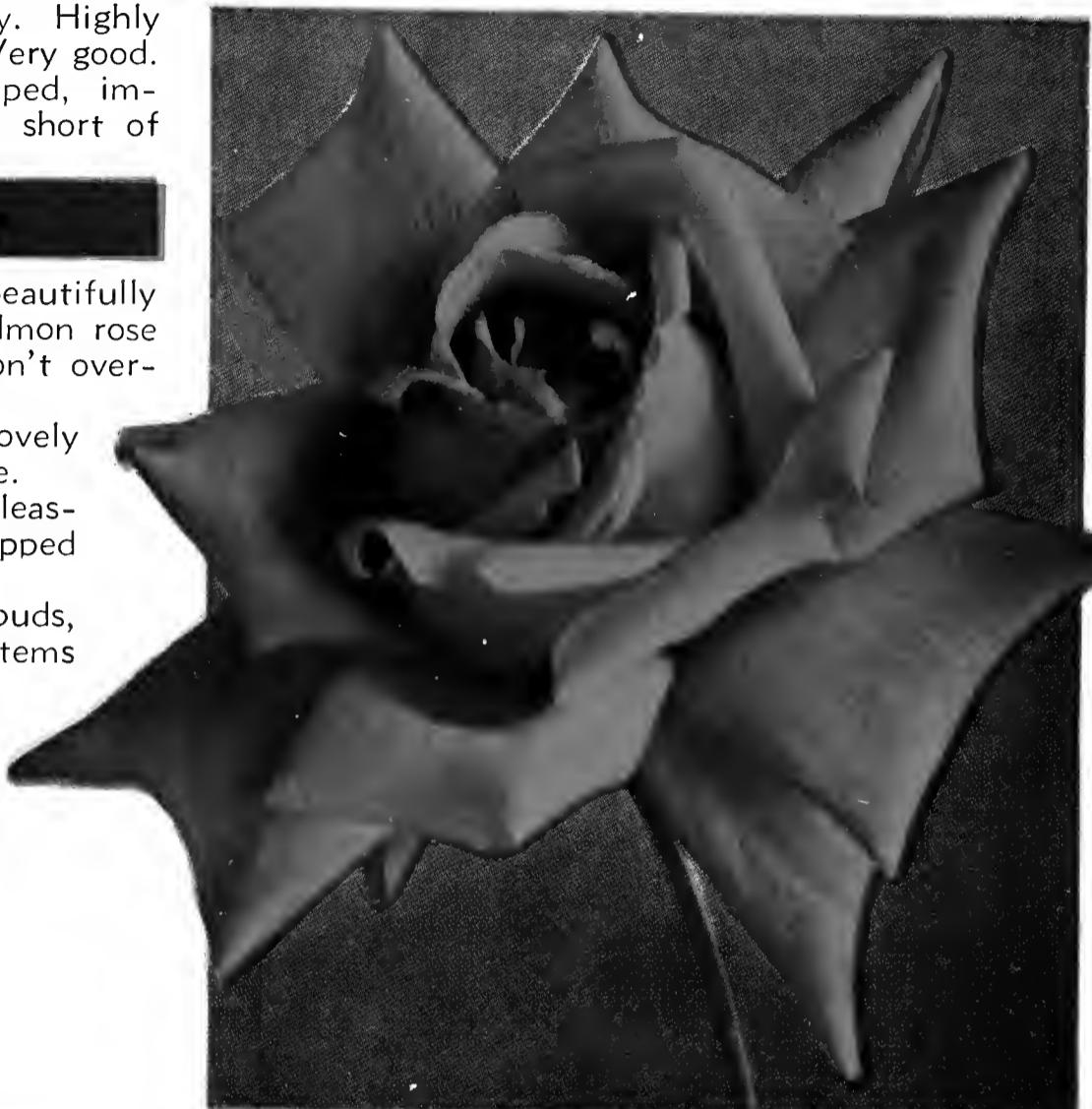
Gen. MacArthur (H. T.)—Wonderful scarlet
crimson blooms. Bears continuously. Highly
perfumed. Erect plant, fine foliage. Very good.
Richmond—Vivid red, exquisitely shaped, im-
mense fragrant flowers are nothing short of
gorgeous. Free flowering all summer.

Peerless Etoile de France
Of unusual beauty. Large, double, beautifully
formed flowers. The colors vary from salmon rose
to coppery rose. Hardy everywhere. Don't over-
look this great rose.

Colonel R. S. Williamson—New and lovely
satiny white, deep blush center. Large.

Amelia Gude—Flowers beautiful, of a pleas-
ing shade of golden yellow, petals tipped
lighter. Free bloomer, good grower.

Sunburst (Giant Yellow)—Immense buds,
long and pointed on strong stout stems
opening into beautiful gigantic, full
deep, double flowers, which are
borne continuously. Color coppery
yellow, with golden orange in
deeper shades. Magnificent bush
rose, stands four feet or more in
height. Foliage immense in size and
strong, vigorous in habit of growth.



The Peerless Etoile de France

Etoile de France

The strong, upright bushes have beautiful bronze-green foliage, which
is not subject to insect attacks. Blooming constantly, producing large,
massive deep full cup-formed flowers of clear red or velvety crimson. A
superb garden rose.

Mme. Eugene E. Marlitt—Exceptionally healthy, vigorous and free bloom-
ing. Flowers large, very double, rich bright carmine with scarlet tones
which do not fade. A pleasing rose.

Lord Charlemont—Clear, crimson, deepening to carmine crimson almost
black shadings, large, full, sweetly scented. A magnificent rose.

Silver Columbia—An offspring of the great "Columbia," with which it
is identical. The magnificent flowers, if anything, are borne in greater
profusion. The fragrance is even sweeter than that found in **American
Beauty**. Color a deep silvery pink, deepening towards the center. A
remarkably strong, healthy grower.

Lovely Lady Hillingdon

Color almost beyond description, apricot-yellow, shaded to orange on
the outer edge of the petals, becoming deeper and more intense toward
the center of the bloom. Buds produced on long, strong wiry stems, well
above the foliage, giving a graceful effect. Strong, healthy grower.

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\$1.25, any 6 for \$3.50, any 12 for \$6.50. Still larger star size plants,
85c each, 2 for \$1.50. Ready for planting spring, summer and fall. All
potted plants. All postpaid.



Helena Cambier



Lovely Lady Hillingdon

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HARDY EVERBLOOMING GARDEN BUSH ROSES—Continued

Alexander Hill Gray

We are firmly convinced that this lovely bush rose is one of the very best, if not the best yellow, everblooming garden rose. Our friends, everywhere, praise it in glowing terms. The color, which is a deep lemon-yellow, deepening as the flower expands, does not fade, in the open ground. Buds and blooms are of perfect form, immense in size, full and double, produced in continuous abundance. Extra strong grower and hardiest of all tea roses. Free from disease. Might be termed a yellow "American Beauty."

Prince E. C. D'Arenberg—This really great rose seems to be overlooked. Flowers of a bright scarlet, shaded maroon, borne on long, straight stems. Buds long and pointed, opening full and double. Magnificent in form. A grand grower, with fine disease resistant foliage.

National Emblem—Crimson, overlaid with deep, velvety crimson, shading to deeper vermillion edges; buds long and pointed, blooms full, deep and double; fragrant.

American Beauty—The fame of our American Beauty roses is world wide. The rich, glowing crimson flowers, shaded and veined, are immense in size. Very double. Borne on long, stiff stems. Hardy with protection. Blooms with unusual freedom.



Alexander Hill Gray, Great Yellow Rose

Premier—Blooms immense, buds long, full, pointed. Color rich, deep, rose-pink, without shadings.



Giant Rose, Jonkheer J. L. Mock

Kaiserin Augusta Victoria

A great white, hardy, everblooming rose. Strong, sturdy grower; free flowering; has become the most popular of all white roses for general planting. Blooms continuously from early spring until late fall; long pointed buds, large, double flowers, glorious in their perfection; borne on long, stiff stems; deliciously fragrant; especially good in autumn. Plant is moderately vigorous and very hardy. A lovely, truly indispensable white garden rose.

Jonkheer J. L. Mock

Gorgeous Giant Pink—Gigantic flowers on erect, stiff stems and a growth that is marvelous in its freedom. Large, heavy foliage; quickly makes a strong bush. The flowers are enormous in size, magnificently formed, deep and double, exquisitely fragrant; color bright, rich pink, faced with carmine. The magnificent buds open very slowly which gives a lasting bloom. A wonderful hardy hybrid tea garden rose.

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Any Two—2 year old Roses \$1.25—
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yr. old, selling at bargain prices. See bottom of page.

Red Letter Day—A velvety brilliant scarlet crimson bud opening into cactus-like flower which retains its color, owing to the reflex of the petals being satiny crimson scarlet; a rose of exquisite grace.

Francis Scott Key—A magnificent garden rose named in honor of the author of the "Star Spangled Banner." Color a glowing scarlet with darker shadings. Buds long, pointed, full and double.

Clothilde Soupert—One of the greatest of all bush roses. Has everything—beautiful flowers borne in amazing profusion continually. We could fill a page saying good things about it. A strong dwarf grower, producing clusters of full, double flowers. Color beautiful ivory white, silvery rose center.

Climbing Columbia—Same as Columbia. Wonderful climber, growing ten to fifteen feet in single season, blooms continuously, bearing blooms often measuring six inches in diameter. A great pink, hardy, everblooming, climbing rose. Fragrance delicious.

Miscellaneous Roses

Hermosa—The favorite of the old-time gardens and just as popular today; blooms in fine clusters; large, double, fragrant; color clear rose.

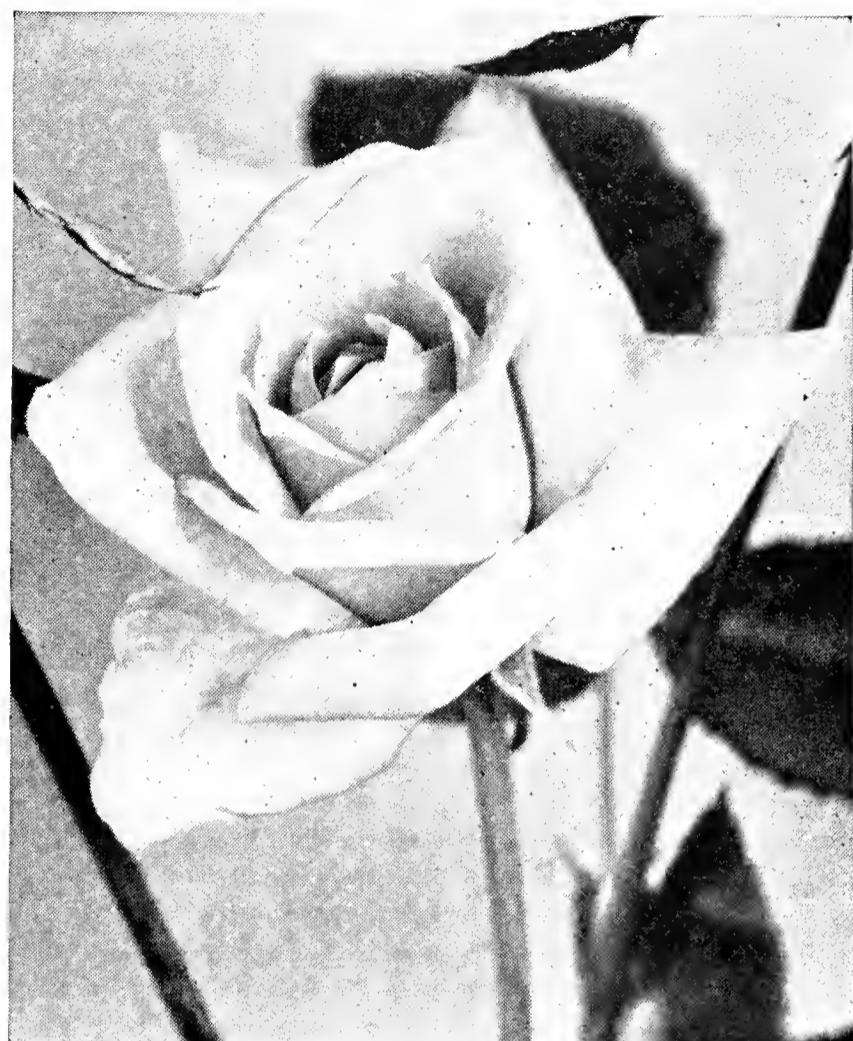
Sir Thomas Lipton—Rugosa Rose—A handsome double Rugosa Rose, with the peculiar leathery foliage of the family and beautiful snow-white, exceedingly fragrant flowers. Hardy as an oak.

Henri Martin—Hardy Moss Rose—Deep rosycarmine shaded to bright crimson. A most charming large rose with exquisitely mossed buds.

Elizabeth Rowe—This is an old favorite moss rose with its deep pink buds well mossed. A beauty.

"Columbia is a most glorious rose. It produced seven blooms and is still blooming. They are simply gorgeous."

Mrs. T. F., Paris, Illinois.



One of the Greatest Garden Roses, Columbia

Columbia

Lovely Pink Garden Bush Rose

As a garden rose stands without a peer, strong growing, blooming continuously. Almost thornless, throwing out strong blooming stems 4 feet or more in length. Grows vigorously in any climate and in almost any kind of soil. Flowers magnificent, often measuring 6 inches across, full deep and double. Color deep peach pink, glowing and sparkling. Fragrance delicious. Wonderfully strong grower with tremendous root action—the secret of its vigorous health and tremendous blooming capacity. Large heavy foliage free from disease. A marvelous garden rose.

SCIENTIFIC PACKING—Next to the soil in which a Rose is grown (and our soil is unsurpassed) the most important consideration from the buyer's point of view, is how the order is packed when it is sent you. We have perfected a system of packing roses and other plants that is so perfect that we ship with safety to all parts of the world. During a single season we have shipped to every nook and corner of America, to Canada, New Zealand, Siam, British Honduras, Philippine Islands, Bahamas, S. W. Africa, Dutch West Indies, China, Newfoundland, etc. We receive hundreds of testimonials telling us of the wonderful condition the plants arrive in and that is because we know how to pack them. All of this means shopping by mail is absolutely safe.

NEW LOW PRICES: All roses on this page: First size plants, 25c each, any 3 for 60c; Strong 2 yr. old plants, 65c each, any 2 for \$1.25, any 6 for \$3.50, any 12 for \$6.50. Still larger star size specimen plants, 85c each, 2 for \$1.50. All postpaid. Ready for planting spring, summer and fall.

NOW! SENSATIONAL LOW PRICES ON MINIATURE OR BABY ROSES

NEW LOW PRICES: Miniature Baby Roses offered below: One year old plants, 20c each, 3 for 50c; Strong 2 yr. old plants, 65c each, any 2 for \$1.25, any 12 for \$6.50. Still larger star size specimen plants at 85c each, 2 for \$1.50. All postpaid. Ready for planting, spring, summer and fall. Potted plants.

Dainty, perfectly formed, just like their big sisters, dwarf-growing Polyantha Roses excellent for bedding, clumps, single specimens or for pot culture. Hardy, healthy, exquisitely beautiful.

Ideal—Enormous heads of blooms of intense, deep garnet.

Anny Muller—Flowers shiny, brilliant pink, produced in profusion all summer.

Marie Pavie—Medium size, very full and double; borne in large clusters white flushed carmine. Shapely plants.

Ellen Poulsen—Dark brilliant pink, borne profusely.

White Baby Rambler (Catherine Zeimet)—Pure white flowers borne in immense clusters. Delicious fragrance.

Baby Tausendschön—Flowers white, delicately flushed pink, changing to deep rosy-carmine.

Red Baby Rambler—Beautiful clusters of bright red flowers, borne in the greatest profusion.

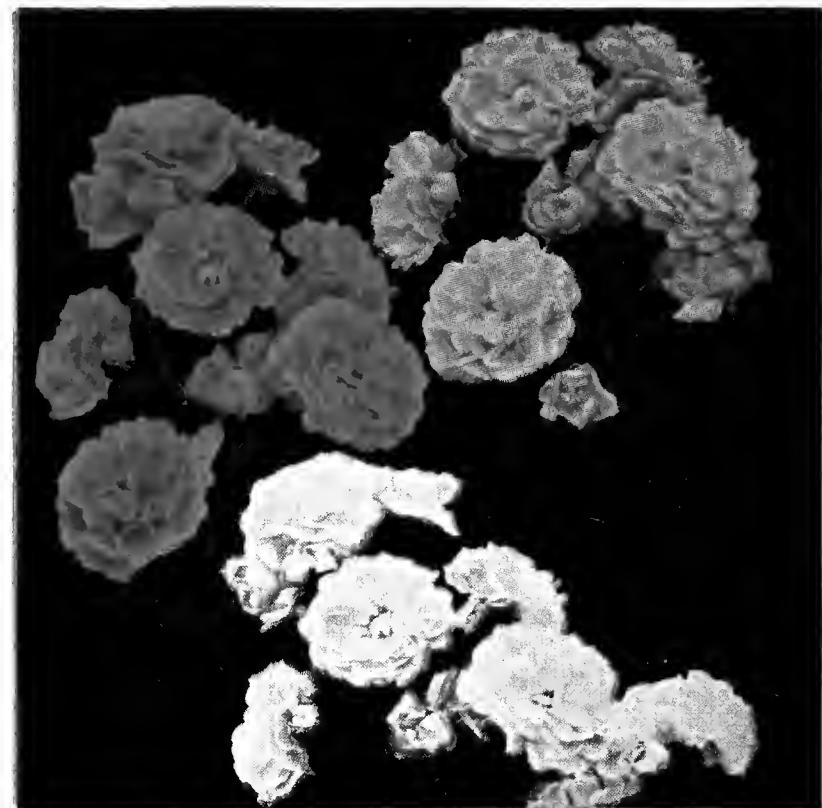
Chatillion—Bright pink. Very vigorous. Profuse and continuous bloomer. Hardy.

Mlle. Cecile Brunner—Rosy pink on rich creamy white ground. Perfect miniature flowers.

La Fayette—Flowers large as "Paul's Scarlet." Produced in enormous clusters, as many as forty flowers in a cluster. Color brilliant cherry crimson.

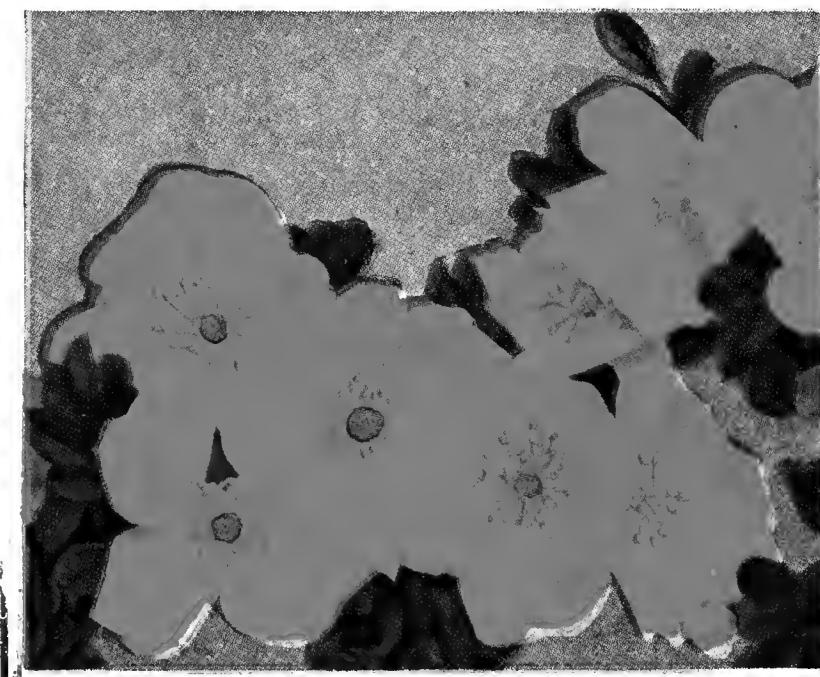
Gruss an Aachen—Yellowish rose colored with salmon pink and red shadings. Blooms larger than the average Polyantha.

Miss Edith Cavell—Bright crimson with white eye; enormous clusters. Very dwarf. Always blooming.



Dainty Baby Roses—Hardy, Always Blooming

George Elger—Produces great quantities of lovely little buds of golden yellow. Grand grower, blooming all summer.



Hugonis, "The Golden Rose of China"

Needs no protection. This new Chinese rose with its immense wreaths and gorgeous flowers is truly a sight to behold blooming in early spring before all other flowers appear. In late fall foliage is a beautiful purple. A real novelty. Once planted it lasts a lifetime. Splendid for hedges. Ask for price per 100 plants.

NEW LOW PRICES: Strong one year old plants of **Hugonis**, 25c each, 3 for 60c; Large 2 yr. old plants, 70c each, 2 for \$1.25, 6 for \$3.50. 12 for \$6.50. Star size plants, 90c each. All postpaid. Ready for planting spring, summer and fall. All potted plants.

A most interesting and remarkable rose. Much sought for because of its oddity. Flowers are of medium size with small pointed petals set very thickly, which are the same color as the foliage—

dark, pea green. We believe we have the only stock

of it now known. Much has been printed in the

newspapers from coast to coast wherever it has

been seen, because it is surely a curiosity. It blooms

constantly and is never without flowers. Stock lim-

ited. **Strong, one year old plants, Green Rose 25c**

each; Heavy 2 yr. old plants, 75c each, postpaid.

Star size plants, \$1.00 each, postpaid.

Hugonis

Known as "The Golden Rose of China." Unique, making a beautiful shrub, bearing immense wreaths, literally masses of single, clear, yellow flowers. Grows in the poorest soil to perfection.

Needs no protection. This new Chinese rose with its immense wreaths and gorgeous flowers is truly a

sight to behold blooming in early spring before all other flowers appear. In late fall foliage is a beau-

tiful purple. A real novelty. Once planted it lasts a lifetime. Splendid for hedges. Ask for price per 100

Any Two—2 year old Roses \$1.25—
below for

All 2 yr. old potted Roses, many of them actually 3
yr. old, selling at bargain prices. See bottom of page.

Here is a Complete Rose Garden in Itself



Beautiful Pink Cochet

Red Maman Cochet—Produces magnificent flowers, full and double on long, strong stems. Color a warm crimson. A great red rose.

Yellow Maman Cochet—A typical Cochet Rose. A deep, golden yellow, considered one of the very finest.

Pink Killarney

Strong, sturdy and upright, with fine heavy, insect-proof foliage, bearing flowers exquisite in form and color; bud long; flowers immense in size; color deep, brilliant shell-pink, hardy everywhere.

Mme. Jenny Gillemot—A brilliant saffron-yellow rose, opening canary with dark golden shades. Buds long and pointed, beautiful in form and color; flowers large, with immense petals. Hardy and vigorous; in constant bloom. The equal of Souv. de C. Pernet, or any other yellow rose.

White Killarney—Like Pink Killarney, its great charm lies in the beautiful, long pointed form of its buds.

NEW LOW PRICES: All roses on this page: First size plants, 20c each, any 5 for 85c; Strong 2 yr. old plants, 65c each, any 2 for \$1.25, any 6 for \$3.50, any 12 for \$6.50. Still larger star size specimen plants, 85c each. All postpaid. Ready for planting spring, summer and fall. Potted plants.

The Great Hardy Cochet Bush Roses

2 Two-Year, \$1.25; 5 One-Year, 85c

The Cochet Roses are among the greatest of all hardy everblooming bush garden roses. Hardy with protection, thriving vigorously, making strong, sturdy bushes everywhere. Flowers are superb. Always in bloom the summer through.

Pink Maman Cochet—Its large, full and firm buds open into large, perfectly double flowers of splendid substance on long, stiff stems. A clear, rich pink changing to silvery rose. Has many rivals but no superiors.

Crimson Maman Cochet—One of the best hardy Roses of its class and color. Bears immense quantities of deep, velvety crimson. Roses of exquisite fragrance.

White Maman Cochet—Showy white occasionally tinged with pale blush. One of the finest white Roses for open-ground culture.

SPECIAL OFFER—Cochet Roses, one each, 5 in all 85c, postpaid; extra strong two-year-old plants 5 in all \$3.00 by prepaid parcel post; still larger, star size, 5 in all, \$4.25 prepaid by parcel post.

PLEASE ORDER AS THE "COCHET SET"

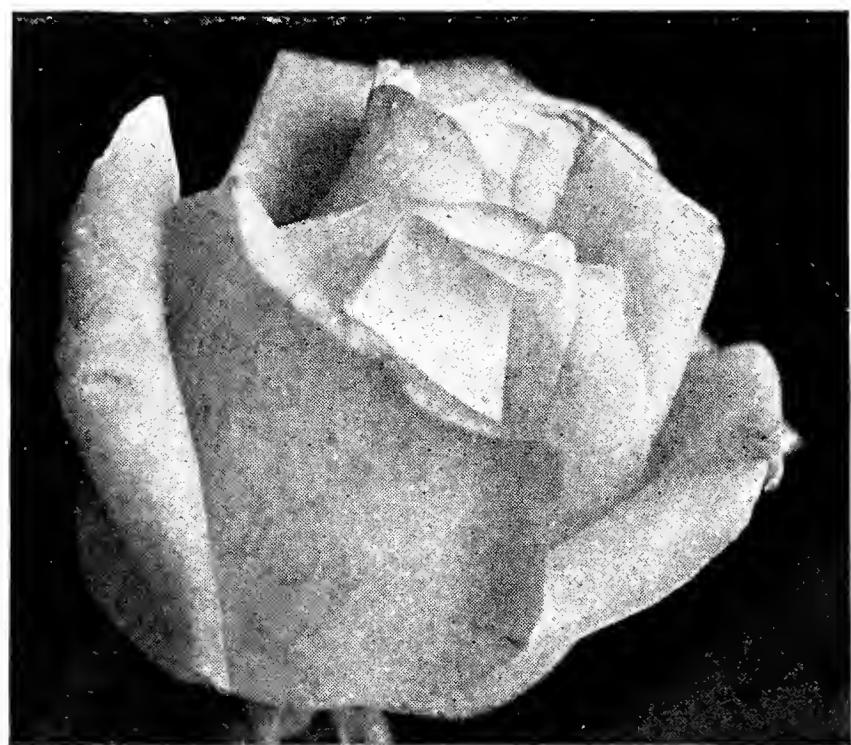


Pink Killarney, Superb Garden Rose

Any Two—2 year old Roses \$1.25—
below for 1 Postpaid

All 2 yr. old potted Roses, many of them actually 3
yr. old, selling at bargain prices. See bottom of page.

Hardy Everblooming Bush Tea Roses



Bridesmaid, Brilliant Pink

Bridesmaid

Valuable for cutting. Fine in the open ground; color fine, clear dark pink. Strong, vigorous grower, bearing its flower on long, sturdy stems. Still holds its own as one of the most beautiful Tea bush roses.

Marie Guillot—The color is pure white, sometimes faintly tinged pale yellow. The flowers are beautifully made, very large full and double, the buds are very pretty, of sweet fragrance.

Marie Lambert (Snowflake)—Large, double creamy-white flowers, produced in marvelous profusion.

To this class of bush roses belong all honor. Of strong, healthy, hardy habit of growth, they thrive splendidly in all parts of the country, blooming continuously, and with their handsome, deliciously perfumed flowers and healthy foliage their place in American gardens is secure and everlasting. They are quite hardy, but where the winters are extremely severe, protect them carefully.

Etoile de Lyon

(STAR OF LYON)

Magnificent, golden yellow. One of the hardiest of all tea roses. Strong, healthy grower, unusually so, bearing its superb flowers in amazing freedom and continually. There is no rose to compare to this golden yellow variety in the superb beauty of its flowers, which are immense in size; buds golden yellow, opening into sweetly scented blooms which are fully double to center. This and Alexander Hill Gray are the two great, yellow garden roses and are generally hardy everywhere with winter protection. There are many roses in commerce but none to compare with these two great roses in color and most important of all, absolute healthy growth. They do well everywhere, both of them, but each is distinct from the other.



The Great Yellow Rose, Etoile de Lyon

Columbia Set of Roses

5 Beautiful Roses Postpaid **85c**

Columbia—Magnificent, large, full double, silvery pink. Fragrant as American Beauty.

Kaiserin Augusta Victoria—The handsomest of all cream white Roses. Very hardy and constantly in bloom.

Mrs. B. R. Cant—Beautiful, deep pink with silvery center. Double.

Mme. Francisca Kruger—Flowers very large. Color salmon, deeply shaded coppery yellow.

Alex. Hill Gray—Large, finely formed flowers of canary-yellow color.

Five splendid, hardy everblooming kinds, 85c prepaid by parcel post. Two year old pot grown plants, \$3.00 postpaid.

NEW LOW PRICES: All roses on this page: First size plants, 20c each, any 3 for 50c; Strong 2 yr. old plants, 65c each, any 2 for \$1.25, any 6 for \$3.50, any 12 for \$6.50. Still larger star size specimen plants, 85c each. All postpaid. Ready for planting spring, summer and fall.

Any Two—2 year old Roses \$1.25—
below for

1 Postpaid

All 2 yr. old potted Roses, many of them actually 3
yr. old, selling at bargain prices. See bottom of page.

HARDY EVERBLOOMING GARDEN BUSH ROSES (TEAS)—Continued



Beautiful Lady Hillingdon

Lady Hillingdon

Color almost beyond description, apricot-yellow, shaded to orange on the outer edge of the petals, becoming deeper and more intense toward the center of the bloom. Buds produced on long, strong wiry stems, well above the foliage, giving a graceful effect. Strong, healthy grower.

The Bride—There is no other white rose more satisfactory than the "Bride." The buds and flowers are unusually large, well formed and deliciously perfumed. When planted in the open ground the flowers are sometimes found to be delicately tinted with pink, making it exceedingly attractive. Strong, healthy growth and a profuse bloomer.

Mrs. B. R. Cant—One of the best, if not the best rose of its class and color now in cultivation. Exceedingly hardy, producing in marvelous profusion deep crimson-pink flowers with silvery rose center, perfectly double, fragrant.

Cornelia Cook—Flowers borne in great profusion; color exquisite pure creamy white, tinged with lemon and blush. A very desirable garden rose.

Mme. Francisca Kruger—This beautiful rose is of strong bush habit. The flowers are very large, well filled; color

salmon, deeply shaded coppery yellow. Always in bloom.

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Hardy Hybrid Perpetual Roses

This class with varieties described below, is noted for its extreme hardiness. Especially adapted to northern climate. Known as the old-fashioned "June Rose." Large flowers. **In these varieties we offer strong 2 year old plants and star or specimen plants only.** See prices below. **Please don't order 1 year old plants.**

Frau Karl Druschki

The best hardy, snow-white rose now known. Tremendously strong grower. Hardy everywhere; immense, glorious flower, snow white in color. Practically an ever blooming rose, producing flowers as a rule, through the entire season, especially in the late fall. **2 yr., 70c each; star size, \$1.00 each, postpaid.**

Gloire Lyonnaise—Flowers large and full; color white, base of petals canary. Tea scent. **2 yr., 70c each; star size, \$1.00 each, postpaid.**

General Jacqueminot—Known everywhere as the famous "Jack" rose; crimson scarlet, very fragrant, large, full. **2 yr., 70c each; star size, \$1.00 each, postpaid.**

J. B. Clark—An intense deep scarlet-rose, with brilliant sheen, shaded blackish crimson. **2 yr., 70c each; star size, \$1.00 each, postpaid.**

Magna Charta—Extra large, full flowers, very double; of fine form, and sweet; clear, rosy red, beautifully flushed with violet-crimson; sure and profuse bloomer. **2 yr., 70c each; star size, \$1.00 each, postpaid.**

Paul Neyron—The flowers are immense; probably the largest and finest Rose; bright, shining pink, clear and beautiful, very double. **2 yr., 70c each; star size, \$1.00 each, postpaid.**



Magna Charta

Any Two—2 year old Roses \$1.25—
below for Postpaid

All 2 yr. old potted Roses, many of them actually 3
yr. old, selling at bargain prices. See bottom of page.

Hardy Climbing Roses

Hardy everywhere without protection, requiring little attention, blooming gorgeously in early summer. Once planted last a lifetime. For climbing over porches, garages, trellis, embankments, cemetery plantings, for screening unsightly places or single specimens they have no equals. Free from insects, hardy as oaks, cheap in price, permanent.

Keystone

(See Color Illustration, Page 29)

Perfectly hardy everywhere, blooms in wonderful profusion. The open flower is perfectly double, with buds beautifully formed. Color clear, lemon-yellow. **A fine hardy deep yellow free climber.** This is a really great Rose. Don't miss it.

Dr. W. Van Fleet—A splendid hardy rose, large flowers about 4 inches across, full and cup shaped; color flesh pink deepening to rosy-flesh in center.

Dorothy Perkins—Shell-pink; extremely hardy, vigorous and free blooming. The shoots frequently grow ten to fifteen feet in one season. The perfectly double flowers are in immense clusters of thirty or forty.



Alberic Barbier

flowers are unusually double, sometimes singly, sometimes in clusters.

Violette—Rather large flowers of deep reddish violet borne in big trusses on a strong slender-caned plant.

Aunt Harriet—Amazingly fine with its masses of dazzling scarlet-crimson roses. The bright effect is intensified by the pure white centers and brilliant golden anthers.

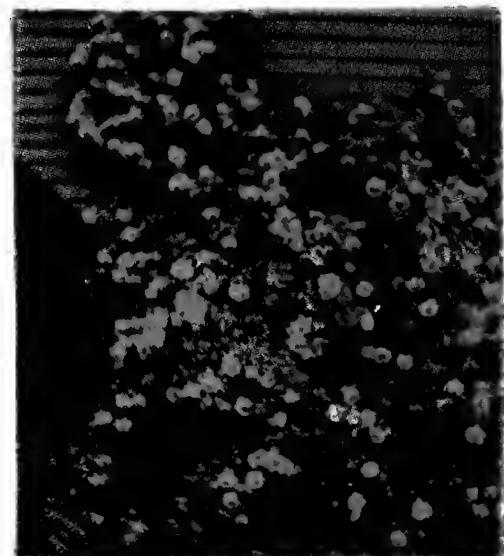
Birdie Blye

One of the freest blooming hardy climbers. Bushes here bloom five and six times each season. Perfectly hardy everywhere. Strong grower. Foliage bright glossy green and free from insects or disease. Blooms full and double. Color a bright carmine, changing to bright satiny rose, very fragrant. This is a really great rose.

American Pillar—Of extremely vigorous habit of growth; foliage lively green the season through. It has a profusion of bright pink, semi-double flowers in clusters which are followed by clusters of attractive red berries.

Christine Wright—Large, thick, leathery foliage. Flowers bright pink, 4 inches in diameter; almost double borne in large clusters. A fine pillar rose.

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Excelsa, Glorified Crimson Rambler

Bess Lovett—Flowers fragrant, clear bright red, good size, double.

Heart of Gold—Hardy Climber. Crimson with white at base of petals.

Excelsa—The flowers are very double, produced in immense trusses of thirty to forty flowers to each truss. Color intense crimson.

Gardenia (Hardy Marechal Niel)—Very sweetly fragrant; creamy yellow.

White Dorothy Perkins—Is a rampant grower, and in a short time will cover a large trellis. Glistening white.

Silver Moon—Blooms very large four or more inches in diameter, pure white in color and of good substance, beautifully cupped, forming a clematis-like flower.

Mary Lovett—Hardy as an oak, a grand rose wherever an absolutely hardy, white climbing rose is wanted.

Alberic Barbier—Entirely free from insect attacks; heavy waxy foliage, shines as if varnished.

The beautiful yellow

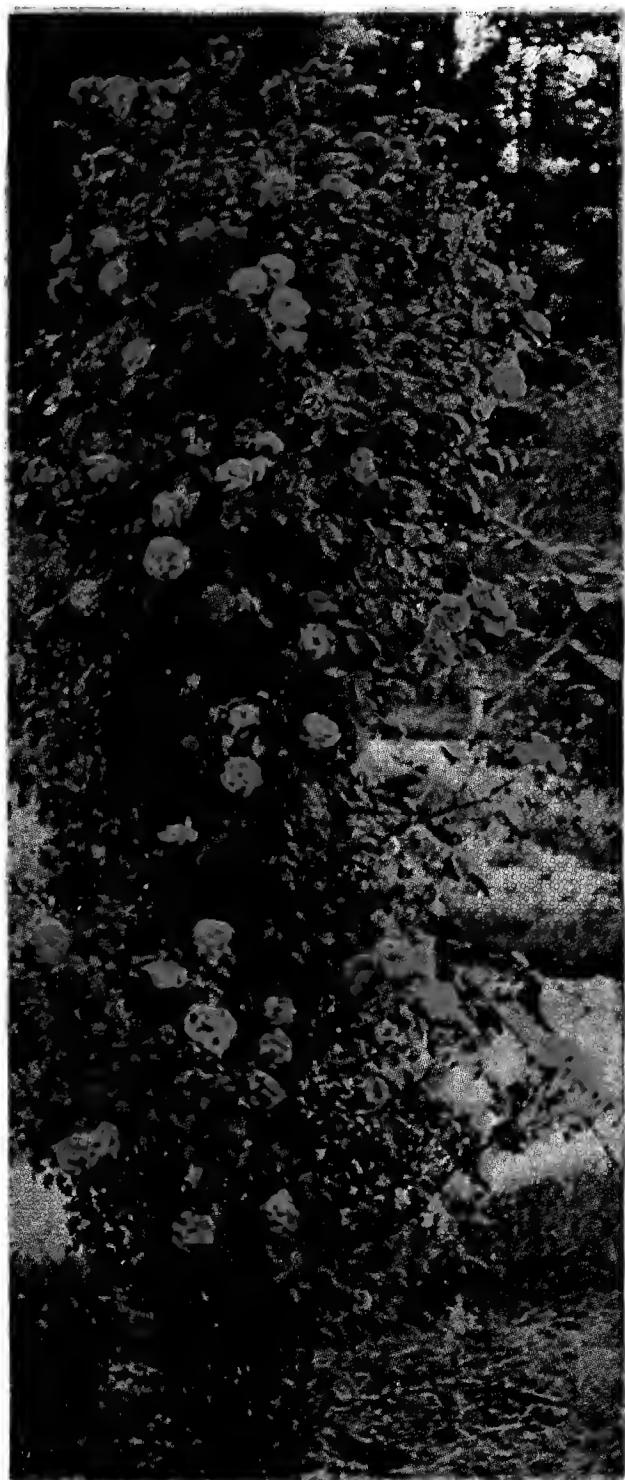


Birdie Blye, Always Blooming

Any Two—2 year old Roses \$1.25—
below for

1
Postpaid

All 2 yr. old potted Roses, many of them actually 3
yr. old, selling at bargain prices. See bottom of page.



Flaming Paul's Scarlet Climber

Jacotte—Color deep coppery yellow, tinted coppery red, borne several together on long stems. Very fragrant.

The Great Climbing American Beauty Rose

A Most Sensational New Arrival Among
"The Roses of New Castle"

Perfect grower, wonderfully hardy and remarkably free blooming. Almost the same as "**American Beauty**," with smaller flowers. Medium sized flowers, each produced on separate stems in clusters, vivid rosy-crimson in color, with delicious fragrance. Borne in greatest profusion for weeks. Foliage tough and leathery. Hardy and as sturdy as an oak in all localities. For single specimens, trailing over verandas, for trellises, anywhere and everywhere, this rose will give the greatest satisfaction. Once planted will last a lifetime. Ours is the genuine stock. Absolutely true to name, on its own roots.

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Flaming Paul's Scarlet Climber

This great new climbing rose is one of the few best roses for home planting. Blooming freely early and then frequently in late fall. Color a flaming scarlet, a new and striking color. Makes a brilliant display. Hardy everywhere. The petals do not fade like many climbing roses. A wonderfully strong grower, quickly making an immense plant 10 to 20 feet high. When in bloom is a gorgeous sight. We like it better than "Blaze."

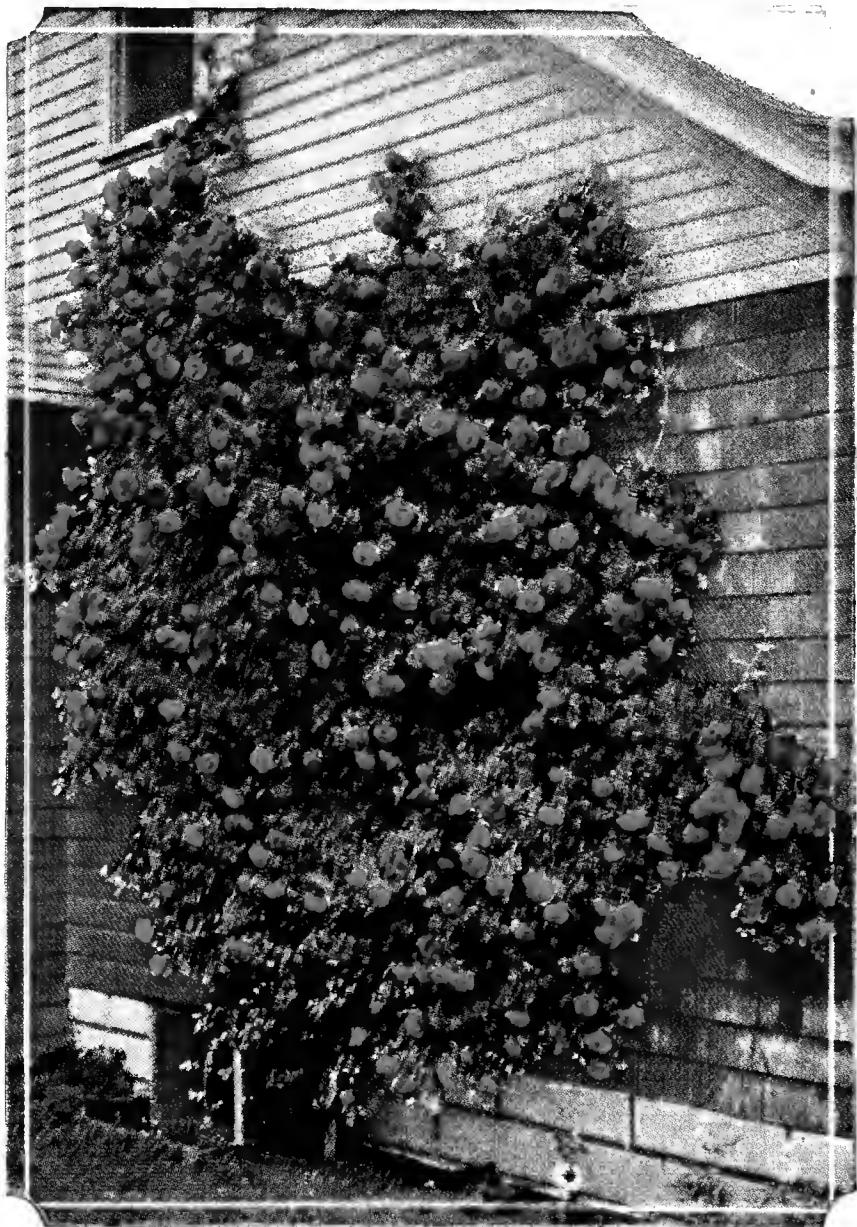
Tausendschon (Thousand Beauties)—Large flowers, with ruffled petals, borne in enormous trusses, from 10 to 15 in a cluster. Colors vary through shades of yellow, cream, and rose pink. A tremendously vigorous plant, bearing thousands of blooms early in the season and continuing late. It is among the most satisfactory of climbers.

Rosarie (Pink Tausendschon)—This is a bright pink form of Thousand Beauties. A good climber and a very satisfactory climber in every respect.

Mary Wallace—Large, semi-double flowers, 4 inches across; color clear rose pink with salmon at base of petals. Very hardy.

Eugene Jacquet—Immense trusses of fragrant cherry-red flowers in profusion.

Emily Gray—A new yellow. Glossy foliage, buds long. flowers golden yellow, semi-double. Needs protection north of Washington, D. C.



The Great Climbing American Beauty

Any Two—2 year old Roses \$1.25—
below for

1 Postpaid

All 2 yr. old potted Roses, many of them actually 3
yr. old, selling at bargain prices. See bottom of page.

Free Blooming Climbing Roses

These are the best of all constant blooming climbing roses. Noted for the exquisite beauty of their flowers. Including Teas, Polyanthas, etc. Where the winters are not too severe they are perfectly hardy, but some protection is desirable. Strong growing, bearing large flowers, like the choicest bush roses, they bloom all summer through.



Climbing Gruss an Teplitz

This is an exact counterpart of the bush rose **Gruss an Teplitz**, but is a fairly vigorous climber of the pillar type. In the spring it is a dazzling sheet of velvety crimson. Each bloom is produced singly on long stems, the same as the bush variety so well known. Blooms continuously through the growing season. One of the world's greatest ever-blooming pillar type climbing rose; hardy everywhere.

Marechal Niel—The famous old favorite which grows so luxuriantly in the South. Buds and flowers superb; extra large very double, and deliciously perfumed. Deep golden yellow. Blooms with great freedom. In the North should have very careful protection during the winter.

Mrs. Robert Peary (Climbing Kaiserin Augusta)—Strong, rapid grower. The lovely white flowers are magnificent beyond description, buds long and pointed.

Climbing Cecile Brunner—Color rosy pink, rich creamy white ground. Plants sturdy growing but need protection.

Climbing White Maman Cochet—The exquisite white flowers are borne in great profusion. Absolutely hardy, except in the extreme North, where it requires slight protection. Vigorous grower, throwing up strong canes 15 to 20 feet long in a single season.

Climbing Pink Maman Cochet—An exact climbing counterpart of the bush variety. As free blooming as the "Cochets." Will withstand the rigor of the Northern winters with protection. Superb pink flowers of fine form and substance.

The Cherokee Rose—The bushes bear large pure white roses in great profusion.

Climbing Helen Gould—Climbing type of the beautiful "Helen Gould." Immense flowers, full and double, constantly produced. Warm water-melon red. Superior.

Climbing Gruss an Teplitz, Vivid Crimson

Fortune's Double Yellow (Beauty of Glazeng-wood)—Bronze-yellow or coppery and fawn color.

Freedom—Strong, hardy, rugged, new white climbing rose. Flowers double, sweet scented, free blooming on long stms.

Climbing Rhea Reid—Same as "Rhea Reid" except of a strong climbing habit, bearing rich, deep crimson flowers constantly throughout the growing season.

Climbing Clothilde Soupert—One of the best, bearing immense clusters of flowers constantly. Ivory white flowers, shaded in center silvery pink. Not excelled by any climber. Hardy.

Belle of Portugal—Blooms are large and a most beautiful shade of soft salmon. Produced singly on long stems.

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Insist On Own Root Roses

There are
all Kinds of
Rose Plants for Sale

Some, among others are for sale in department and other stores (not Rose growers) and elsewhere that have been grown for flowers alone. The grower forces these plants at a terrific pace. The more flowers he gets the more the plant is worth as a producer. When the plant ceases to produce at a profit it is thrown out and a new, and younger plant takes its place.

A while back it was the custom to throw these plants on the dump. They had served their purpose. Now they are sold at a very low price to anyone who wishes to buy them in quantity. Some of them may give fair results but they have no vigor or vitality and no blooming capacity. They are sold without a guarantee usually by department and other stores at very low prices.

Another class of rose plants are sold, some of which are good and others of very little value. These are dormant, field grown roses on wild roots. They have many diseases that require spraying and constant attention, making the plant very unsightly during the growing season, and at best they last but a short time. (See New Orleans Times-Picayune clipping.)

For 41 years we have been growing roses on own roots, potted plants, and we believe them to be the best in America and in the end lowest in price. Winter rested they go to you in full vigor ready for immediate blooming and they thrive in a marvelous way.

We have known them to last forty or fifty years. They are the most expensive roses to produce, but we sell them lower in price than the average dormant field grown plants, that is a plant on wild roots. All in all we believe that you will agree with us that these "FAMOUS ROSES OF NEW CASTLE" are the best and cheapest in price in America. We invite you to make a comparison. We think that the result will be, like thousands of others who have done so, you will become a life long friend.

Of course our roses are sold under a guarantee which you should read for your own protection. Safe arrival in satisfactory condition or your money back or plants replaced. You are the judge of the transaction. When you buy roses from department or other merchandising stores you have no guarantee of any kind. Our suggestion is to buy roses from rose growers. That is our life business, and we ought to know a great deal about it and we do.

WHY DON'T YOU?

have your neighbors join you to get the benefit of the low price for a dozen two-year-old plants, and if your combined orders are sent in (with names and addresses) amount to \$15.00 or more you can have the benefit of a further discount of 10%. This brings the price of a single two-year-old plant to a wholesale price of 49c. We pay postage.

SECTION TWO

Roses Thrive Better Here When Grown on Own Roots, Leader Finds After Tests

Mrs. Paul B. Habans, Head of Rose Society, Has Fine-Blooming Bushes 17 Years Old; Grafted Stock Stops Bearing After Three or Four Years

By Lady Banksia
Nearly two years ago a movement to bring back the "roses of yester-

tures, such as Mrs. Habans has produced in either corner of her back lawn. A little rock and water gar-

The above headlines appeared in The Times-Picayune New Orleans States Sunday issue November 24th, 1935:

A splendid article follows by the correspondent, Lady Banksia but what we wish to emphasize is that roses on their OWN ROOTS such as we grow are the best and last almost indefinitely, while budded and grafted stock as stated here stops blooming after three or four years. That is why the ROSES OF NEW CASTLE continue to be so popular. ALWAYS ON THEIR OWN ROOTS, singularly free from disease, low in price, they require no petting or coaxing and have splendid health. All of which is of vital importance when you are buying roses.

WHAT WITH ROSES CAN COMPARE?

You know, of course, that it's possible to order rose-bushes in the middle of the winter. Merely drop your friend a note and say that when spring-time arrives a glorious rose will arrive for his garden.

There are roses for all sorts of people. For the rock-garden lover you might give a little Rosa Rouletti, which grows only 6 inches tall and has flowers so small you can almost use a thimble for a vase; for the person with a new archway, an American Pillar Rose, for it's the most popular of all climbers; for Aunt Carrie, who likes to wear a rose to church each Sunday, one of the white Hybrid Teas; for the person who has no rose garden, but who would like to have a rosebush that would stand adversity, read what the catalog says about Ellen Poulsen, for it's a reliable Baby Rambler of startling performance. I cannot stop without mentioning President Hoover, a brilliant scarlet and yellow.

NOTE: The above cheering message is written by Mr. A. C. Hottes, Associate Editor of Better Homes and Gardens, Des Moines, Iowa.

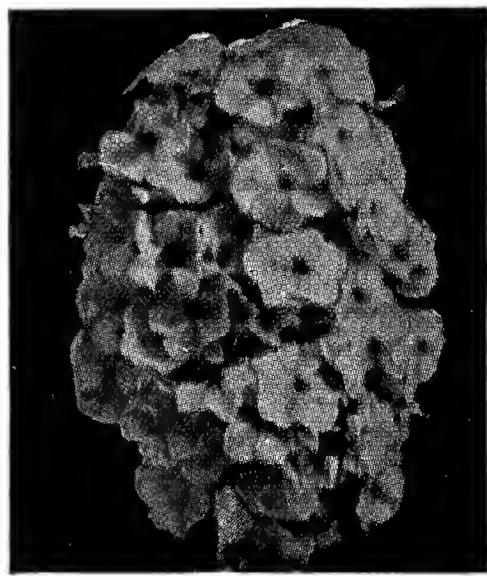
We carry most every rose worth while and all of the above varieties. There may be some roses not offered in this book that we have in stock such as Rosa Rouletti. We can furnish it and any others you may want. Just send your orders. We will send your friend a "friendly Rose."

PLANT OWN ROOT ROSES

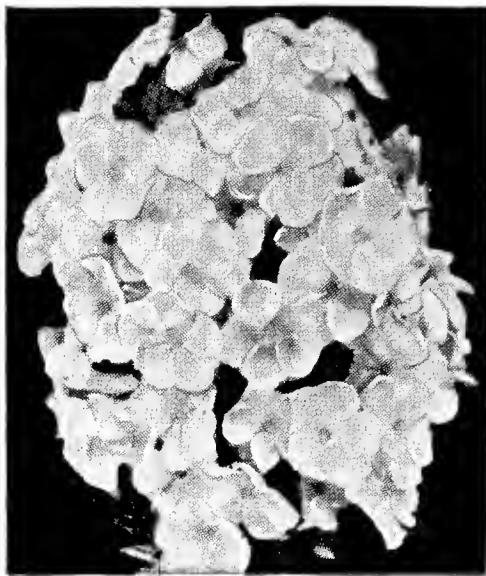
—to enhance your property value.
—for healthful recreation.
—for long blooming life and economy.



Ferdinand Cortez



Rosenberg



Europa

• Permanent Hardy Phlox •

Hardy Perennial Phlox are most satisfactory, for once planted they are permanent. Require little or no protection; free from disease and insects. Immense heads, bloom of the most delicate colors, produced in continuous profusion.

R. P. Struthers—Solman, claret red eye; tall.

Rosenberg—Purple, red eye.

Ferdinand Cortez—Tall, deep crimson.

Rynstrom—Rosy pink, fine for massing.

Pantheon—Soft salmon rose. Beautiful.

Champs Elysee—Purple.

Europa—Pure white, crimson carmine eye.

Athis—Deep, clear salmon.

Rheinlander—Salmon pink, claret red eye.

Terra Neuva—Lavender, dwarf grower.

Mrs. Jenkins—Best tall early white variety.

Prices Hardy Phlox: Strong, vigorous, field grown plants, the only reliable kind for immediate effect, 25c each, 5 for \$1.00; \$2.00 per dozen, postpaid. One each, 11 Phlox above, \$1.90 postpaid.

Charming Gladioli

Our list comprises the very best varieties, all guaranteed to bloom this year. Our bulbs are not the usual one-year size too often sent out at low prices, but large, healthy, sure-to-bloom, two and three year old bulbs, full of vitality and will produce gorgeous flowers of astonishing beauty. No garden is complete without the superb new Gladioli we offer. Our list comprises the best from hundreds of varieties. Plant as soon as frost is past on up into Summer.

Price of named varieties of Gladioli: Any 2 for 20c, any 6 for 40c; 70c per dozen, all postpaid by mail.

Betty Nuthall—Large, perfect flowers of coral with orange throat.

Dream O' Beauty—Glorious rose red, a strong grower, bearing very large flowers.

Dr. E. F. Bennett—Vivid, fiery scarlet with an orange throat.

Giant Nymph—Shining, wide-spread rose-pink flowers with creamy yellow throats.

Gold Eagle—A very early yellow, one of the few good light yellows.

Golden Dream—The richest, clearest golden yellow yet introduced.

Mildred Louise—Beautiful deep lavender.

Mrs. Leon Douglass—Immense blooms of luminous coral-rose blotched with ruby-crimson, very showy and striking.

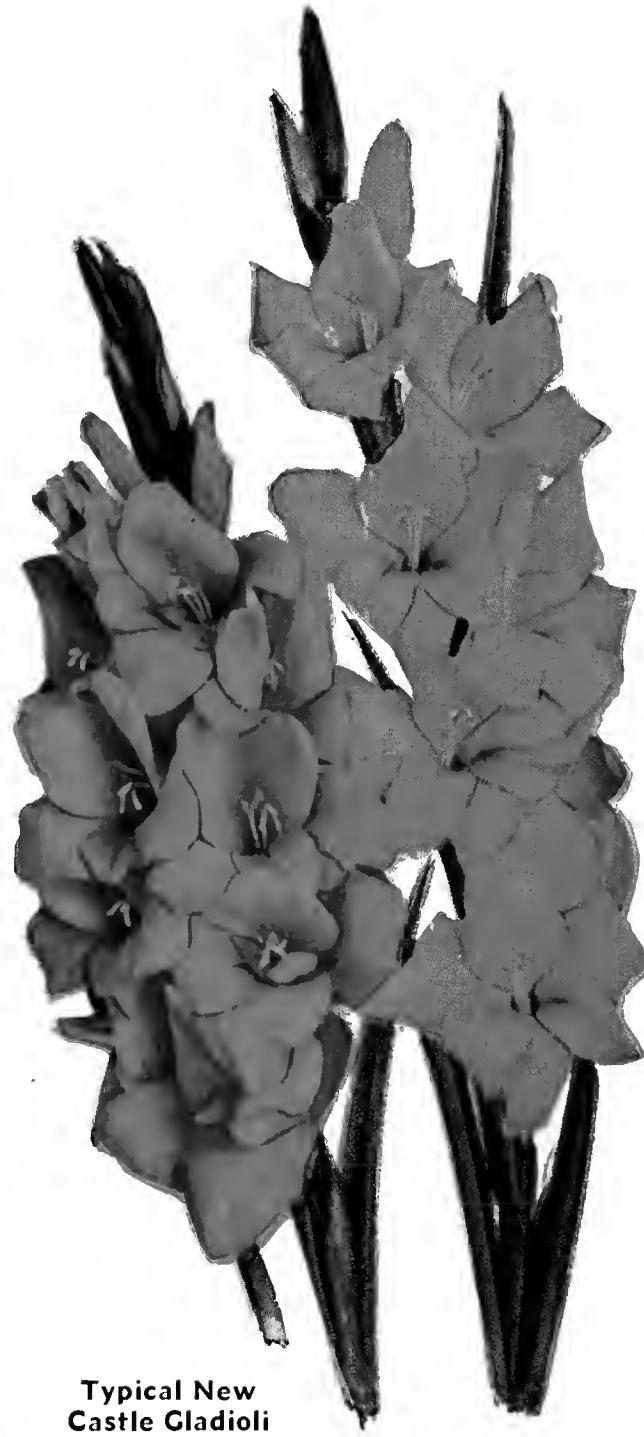
Minuet—Flowers of clear light lavender.

Pfitzers' Triumph—Brilliant scarlet, shaded with salmon and velvety tones.

Picardy—Pink, tinged apricot. Rated the finest of all glads.

W. H. Phipps—Clear pink flowers, huge overlapping blooms.

SUPERFINE MIXTURE GLADIOLI—All colors gladioli, large bulbs, sure to bloom, 50c per dozen, \$3.00 per 100, postpaid by mail.



Typical New Castle Gladioli

OLD-FASHIONED HARDY PERENNIALS

There is a constantly increasing demand for the old favorites in the gardens of long ago, and more and more the flower-lovers are filling their gardens with hardy perennials—the kind that live from year to year, increasing in size and beauty until they fairly run riot with their wealth of bloom and glory of form and color.

Coreopsis—A gem among hardy plants. It begins to flower in June and continues in bloom more or less throughout the season. Flowers are of a golden yellow. Graceful form and invaluable for cutting, having long stems.

Achillea (The Pearl)—Double white flowers produced in large sprays all summer. Fine for cutting.

Funkia (Day Lily)—Immense spikes pure yellow, waxy-like flowers; fragrance like orange blossom. Glossy green foliage.

Rudbeckia (Golden Glow)—Grows six to eight feet high, bearing exquisite, double flowers, of golden yellow.

Chinese Lantern Plant—An ornamental plant forming dense bushes 2 feet high producing freely bright orange-scarlet lantern-like flowers which can be cut and dried for winter bouquets.

Bocconia (Plume Poppy)—A stately plant with fig-like foliage and white flowers. Effective for lawns.

Delphiniums (Hardy Larkspur)—One of the most popular perennials, excellent for cutting, colors range from palest sky blue to the very deep indigo blue. Many of the blooms have pink fillings. Long, large spikes of flowers.

Campanula (Canterbury Bell)—Large clusters of bell-shaped flowers, mixed.

Shasta Daisies—The flowers are of the purest, glistening white, of enormous size and produced on long stiff wiry stems, which make them excellent for cutting purposes.

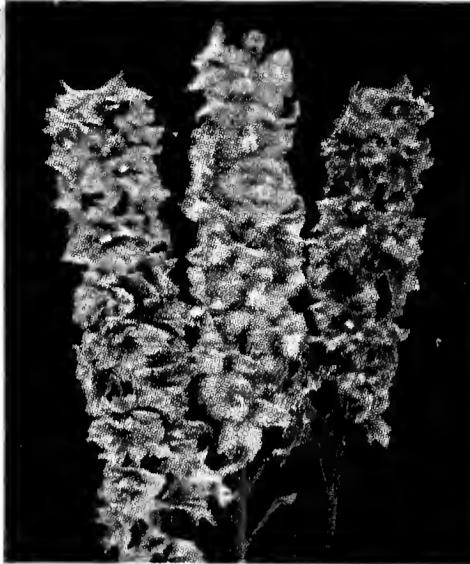
Clove Pinks—All colors. Their clove fragrance, perfect form and rich coloring make them great favorites for edgings, walks, drives and rock gardens.

Hollyhocks—Double, mixed colors.

Gaillardia (Blanket Flower)—One mass of bloom from June till Autumn. The gorgeous flowers, 2 or 3 inches in diameter, dark red, brown in center with bands of crimson-orange and vermillion, are borne on stems 18 to 24 inches long.

Oriental Poppy—Brilliant orange, black blotches at base of petals. Beautiful.

NEW LOW PRICE of all Hardy Perennials on this page: Extra strong, immediate blooming, 25c each, any 5 for \$1.00; \$2.00 per dozen, postpaid.



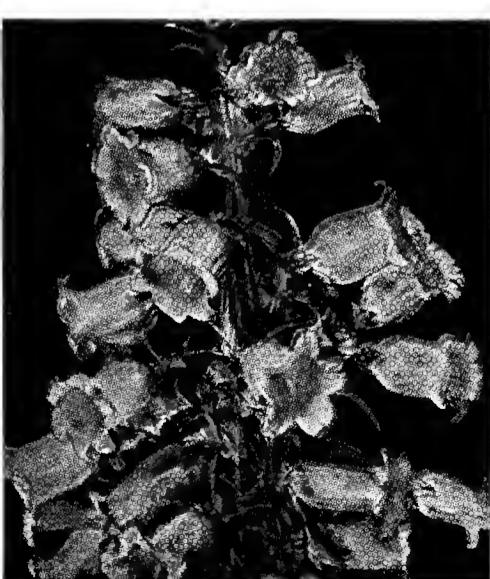
Delphinium



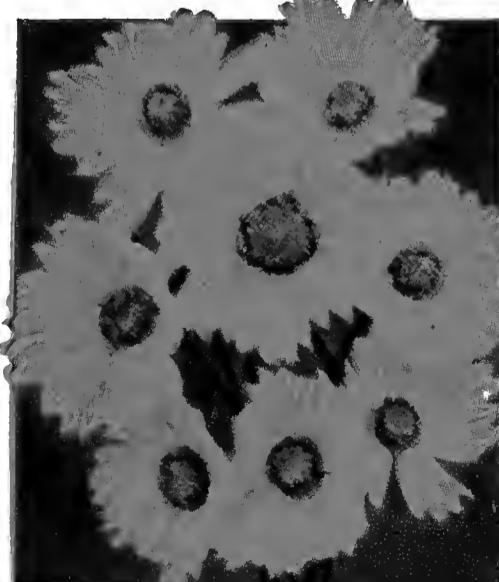
Hardy Clove Pinks



Gaillardia



Campanula



Coreopsis



Oriental Poppies

CARNATIONS, THE DIVINE FLOWER, \$1.25 DOZEN



New Castle Carnations

Oklahoma—26 years ago I planted several 100 Heller roses. My garden is still a show garden. I am again planting and none but your roses will be planted.—W. D. C., Okmulgee.

Just think what pleasure you can get from a dozen fine plants of these lovely cut-flower carnations. Blooms cost from two to three dollars a dozen in florist shops.

You can have such flowers all summer long till frost but before frost bring the plants indoors, pot them in good garden soil and they will bloom all winter long, producing lovely flowers in abundance, large in size, exquisite clove fragrance and in brilliant colors.

We grow thousands of them because of their wonderful bloom and ease of culture.

Aviator—Best standard crimson.

Spectrum—A brilliant, rich scarlet; a good grower.

Pink Enchantress—Large, deep pink.

Radium—Beautiful, red fine large bloom.

Golden Glow—Bright yellow; always blooming.

Arctic—Fine white, large flowering.

Ivory—Beautiful creamy white.

Cheerful—Deep pink, large flowers.

Harvester—Beautiful ivory white; large.

PRICE, Carnations, strong pot plants, 15c each, any 4 for 50c, \$1.25 per dozen, postpaid.



Geranium, Jean Viaud

S. A. Nutt—Double, dark red. Free bloomer. None better.

Scarlet Bedder—Scarlet.

Improved Poitevine—Salmon pink.

Red Barney—Red; strong grower.

American Beauty—Beautiful crimson.

A. Brown—Magnificent rosy crimson, fine.

Apple Blossom—Orange red and pink. Just like real apple blossoms.

Martha Washington (A Pelargonium)—Dark red. Center of flower almost black.

Geraniums

These old favorites continue to be the most popular of flowering plants. Scarcely a home anywhere is without Geraniums. Easy to grow, lasting indefinitely, always blooming, both indoors and in the open ground there is nothing to take the place of Geraniums. Our list includes the finest varieties in cultivation; well-developed plants for immediate blooming.

Price all Geraniums, large thrifty plants for immediate effect, 15c each, 2 for 25c, 4 for 50c; \$1.40 per dozen, in one or assorted varieties, postpaid.

Frau Perkins—Beautiful cerise pink, white center.

La Favorite—Double, pure white. The leader. Very attractive.

Alphonse Ricard—Double, bright vermillion.

Jean Viaud—Double, bright, clear shade of mauve-rose, shading to a white throat.

BEAUTIFUL CANNA LILIES

Good for single specimens, but for beds or borders there is nothing to compare with Cannas with their magnificent, tropical-like foliage, thriving under the hottest and driest conditions. Their gorgeous flowers with immense heads are produced during the entire summer. We offer the best varieties now known. Don't plant cheap kinds. Plant about 15 to 18 inches apart. Store away during winter in a fairly dry, moderately cool, frost-proof cellar. Figures in descriptions mean height.

Prices on All Cannas: 20c each, 3 for 50c; \$1.75 per dozen, assorted; any 6 at the dozen rate, postpaid.

Eureka—The best and only real white, very rare. Large substantial flowers freely produced on vigorous upright stalks. 4½ feet.

President—4 feet. Considered the best red. Immense heads, glowing crimson flowers, 7 inches across.

King Midas—5 feet. Large flowers of orange-yellow. An outstanding variety, new and beautiful.



Our Cannas Give Gorgeous Bedding Effects. Plant a Dozen!

King Humbert—4 feet. Immense dark bronze foliage with great orange-scarlet flowers, veined with crimson.

Miss Theo. Hall—4 feet. One of the largest. Colors a beautiful shade of salmon pink. Flowers of immense size.

Wintzer's Colossal—5 feet. Gorgeous vivid scarlet blooms, colossal heads. Produces blooms all summer. Blooms retain their color during hottest weather.

Charles Henderson—Brilliant crimson. 5 feet.

New Gorgeous German Iris

In An Astounding Range of Colors



German Iris

Iris or Fleur-de-lis is one of the most beautiful hardy garden plants. These handsome beautifully colored and marked flowers rival in beauty the most showy Orchids. They require very little care, remaining in the ground from year to year, increasing in size and beauty.

Caprice—Cerise, deeper falls, early.

Caterina—Standards light blue, falls lilac; very large; very tall.

Crimson King—Rich claret purple.

Dr. Bernice—Standards coppery bronze falls rich velvety crimson. Extra fine.

Honorabilis—Golden yellow and crimson brown.

Madame Chereau—White frilled edges beautifully penciled violet-blue.

Queen of May—Lilac pink, large; midseason. Beautiful tall growing variety.

Speciosa—Lavender and reddish purple.

Sherwin Wright—Fine bright yellow.

Walhalla—Standards violet, falls purple.

Price of all Iris: Strong plants, 15c each; 4 for 50c; set of 10 varieties above, \$1.00 postpaid.

Fine Tuberoses

Dwarf Excelsior Pearl—Flowers pure white, very double, of immense size and sweetly scented. 5c each, 50c per dozen, postpaid.

Orange Flowered—Bears snow white flowers. 7c each, 75c per dozen, postpaid.

New Variegated Leaved—The leaves are bordered with white; large, white flowers. 7c each, 75c per dozen, postpaid.

SPECIAL OFFER—We send postpaid six Excelsior Pearl Tuberoses, three Orange flowered and 3 New Variegated leaved—12 in all for 50c.

Bargains In . . . CHRYSANTHEMUMS



Golden Glory

Large Flowering Mums

Bronze Pierson—Bronze.
Charles Rager—A pure white variety, early.
Golden Glory—Shining gold full and big.
Harvard—Late, dark velvety crimson. Double.
Hilda Bergen—New. Bronze.
Major Bonnafon—Fine incurved yellow.
Mrs. H. C. Kidder—Fine yellow.
Oak Leaf—Dark bronze.
Pacific Supreme—Large pink.
Pink Frick—Pink.
Pink Chieftain—Pink.
Quaker Maid—White.
Richmond—Fine, large, deep orange yellow.
Roman Gold—Superb yellow, early.
Rose Chochard—A very large dark pink.
Seidewitz—Large, beautiful creamy white.
Silver Sheen—Large White.
Snow White—White.
Sun Glow—Early yellow.

Hardy Pompon Mums

Entirely hardy, producing hundreds of miniature flowers. Very showy. Continue blooming even after heavy snows. They last for years. Our collection includes the very best.

Bronze Buckingham—Single, daisy-like flowers of bronze with yellow centers.

Christmas Gold—Bright golden yellow.

Dorothy Turner—Bronze and old gold.

Edith Newberry—Aster type. Orange rust.

Frau Beau—Yellow brown.

Godfrey—Late, light pink.

Hilda Canning—Brilliant bronze.

Klondike—Brilliant yellow.

Legal Tender—Large double. Bronze and gold.

Lillian Doty—Soft pink.

Miramar—A fine bronze. Incurved petals.

Mrs. Buckingham—Single rosy pink, yellow center.

New York—Golden bronze.

Norma—Anemone type. White, pink, and yellow.

Red Beau—Reddish brown.

Red Doty—Bright red.

Stoplight—Anemone type. Crimson petals with yellow center.

Sunshine—Crowded sprays of intense yellow.

Uvalda—Early. Pure white.

White Garza—Anemone type. White.

Yellow Garza—Anemone type.

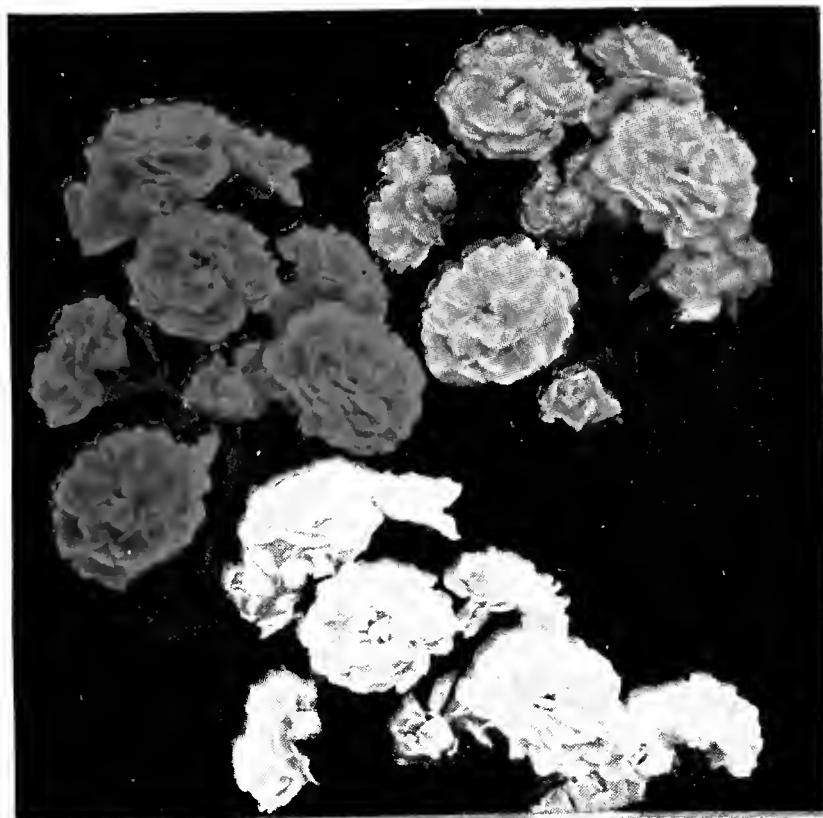
The Chrysanthemums you sent my neighbor have given her gorgeous blooms and are still blooming after several frosts.—B. M. L., Sandusky, Ohio.

Edith Newberry

See back cover page for Planting Instructions

Price of all chrysanthemums on this page: Strong plants, 15c ea., 4 for 50c; \$1.25 per doz., postpaid.

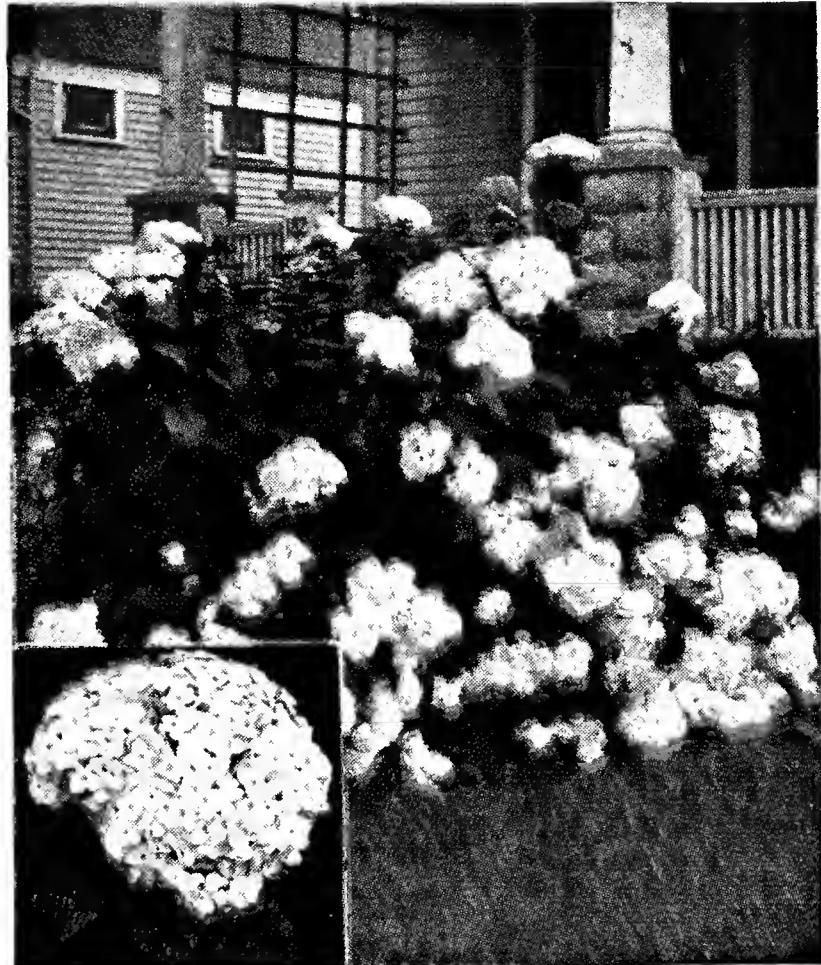
BE THE ENVY OF YOUR NEIGHBORHOOD WITH A LOVELY GARDEN



Dainty Baby Roses—Hardy, Always Blooming—3 for 50c



Lilium Regale—Greatest of All Lilies—3 for 60c



Everblooming Hydrangea—America's Leading Hardy Shrub
2 for 50c

Brilliant Hardy Specialties

Plant but once. These last indefinitely.
Absolutely hardy everywhere. Flowers early to late.
Price never so low. We pay postage.

LOVELY BABY RAMBLER ROSES—1 Edith Cavell, crimson; 1 Ellen Poulson, pink; 1 White Baby. Low growing, hardy, beautiful—3 in all, 1 year 50c, 2 year plants, 3 for \$1.50. Priced separately, 1 year plants 20c each; 2 year plants 65c each. Larger, star size 85c each. All postage paid. **Make beautiful potted plants indoors.**

3 LILUM REGALE FOR 60c—Lilium Regale, greatest, hardy, garden lily. Immense white, tinged pink flowers, enormous clusters. Exquisite jasmine fragrance. 25c each postpaid.

2 STRONG PLANTS, POPULAR BUTTERFLY BUSH FOR 50c—Beautiful new, hardy bush, resembling a Lilac. Long spike, lilac color bloom, shading to lavender. Blooms continually. June to frost, 2 for 50c. 1 plant 35c, postpaid.

2 STRONG 2 YEAR PLANTS HARDY EVERBLOOMING HYDRANGEA FOR 50c—America's most popular hardy shrub. Masses of pure white flowers the whole season thru. You see it everywhere. 1 plant 35c, postpaid.

3 HARDY PEONIES FOR \$1—1 each, Festiva Maxima, best white; Edulis Superba, glorious pink, American Beauty, gorgeous crimson. Greatest offer ever made. 1 root 40c, postpaid.

All Collections
Sent Postage
Prepaid



Exquisite New Hardy Butterfly Bush—2 for 50c



Best Peonies—American Beauty, crimson; Festiva Maxima, white; Edulis Superba, pink—3 for \$1.00

Look What 50 Cents Will Buy

Greatest Value for the Money Ever Offered—We Ship Highest Grade in Every Collection. All labeled, our selection, 50c postpaid for each collection.

The collections below (50c each) represent the greatest value ever offered. All stock the very finest. They will prove to you the remarkably high quality of our goods and why they are famous the world over. The plants and bulbs in these collections are not cheap stock, except in price—the quality is the same as that of all stock sent out by us, and each collection is sent with our usual guarantee that they shall reach you safely anywhere in the U. S. A. proper. Sent by parcel post, postage paid. Don't fail to include some of these great bargains in your order. All collections our selection.

PLEASE ORDER BY COLLECTION NUMBER

50c	buys four splendid new hardy Tea Roses. A choice selection of colors.	No. 45
50c	buys four hardy Hybrid Tea Roses. Beautiful colors and tints that will please.	No. 46
50c	buys two hardy Bush Roses and 3 hardy Climbing Roses. Rare and brilliant.	No. 47
50c	buys 4 choice Geraniums. Wonderful selection. The lovely colors will please.	No. 48
50c	buys four splendid Ferns. A rare opportunity to secure Ferns for your fernery or a fine addition to your window or porch box.	No. 49
50c	buys five elegant Chrysanthemums. The blooms are large and handsome.	No. 50
50c	buys four extra fine Carnation plants that will bloom for you all the season.	No. 51

50c	buys five elegant Cannas for outdoor planting. Assorted kinds.	No. 52
50c	buys one Phlox, three German Iris. Assorted colors and desirable in the garden.	No. 53
50c	buys one Chrysanthemum, one Canna, one Carnation, one Fern. An extra good collection that will be a continuous pleasure.	No. 54
50c	buys 1 Asparagus Sprenger, 1 Asparagus Plumosa, 1 Geranium, 1 Fern.	No. 55
50c	buys 10 fine Tuberose bulbs, 5 Excel-sior Pearl, 3 Orange flowered and 2 New Variegated Leaved varieties.	No. 56
50c	buys 12 new and rare Gladioli of Assorted colors. A collection of splendid value.	No. 57
50c	buys three splendid Dahlia bulbs. Mixed kinds. Good, strong tubers. Fine value.	No. 58

FREE in all orders for 4 or more of these collections we will add a vigorous plant or our own world famous Rose, Baby Doll, FREE.

Miscellaneous Plants

Fuchsias—The bright flowers are borne in large drooping clusters, very large and graceful. Many beautiful colors with different shadings.

American Wonder Lemon—Pure white flowers, as large as tuberose blooms, fragrant as orange blossoms. Large fruit, full of rich juice. **35c each, postpaid.**

English Ivy—A splendid evergreen climber with dark glossy green leaves; clings firmly to stone, brick or wood walls without trellis or support.

Asparagus Sprenger—For pots, vases or hanging baskets. The long, slender branches droop most gracefully, clothed with feathery, emerald green fronds. One of the best for window box.

Asparagus Plumosus—Foliage resembles the finest lace. Elegant for cutting and is especially lovely for table decoration.

Vinca Variegata—Beautiful trailing vine, bright green leaves bordered with creamy white.

Boston Ivy—It covers buildings and walls with a perfect mat of dark green leathery foliage, which changes to brilliant crimson as fall approaches. Clings to either tree or wood without support.

EXPERT OPINION
(From The Evening Bulletin—Philadelphia, Sept. 12, 1925)

Don't Bother with Budding or Grafting. Briar is Always a Nuisance.

"The common belief that all modern roses must be budded or grafted to secure permanent trees is not accurate, says 'Answers' (England). Roses growing on their own roots will give results equal to any produced on briars.

Growing budded roses is a source of endless trouble to many novices. The briar grows up and the grower, not knowing it from the real rose growth, allows it full scope. In a year or two the briar has asserted itself, taken full control, and nothing but dog roses are produced.

With roses on their own roots, there is never any of this trouble. Should the bush be cut down by frost at any time and the roots not harmed, real rosewood is again produced in the spring. On the other hand, many amateurs have set out to plant a rose bed and secured the best of budded stock but in a year or two have had only briars for their trouble.

With a budded rose you may get more vigorous growth, and probably a more robust bloom, but give a rose, growing on its own roots liberal treatment and it will come in first every time.

The gardener who sets out to grow roses on their own roots simplifies his work."

Price of all miscellaneous plants to the left, except where noted, 20c each, 3 for 50c, postpaid.

Superb Rose Bushes $12\frac{1}{2}$ c each

Look at the varieties! Each one a sparkling novelty—Gruss an Teplitz, considered one of the world's 12 best roses; Mrs. B. R. Cant, one of the really great everblooming garden bush roses, rosy red; Marie Pavie, baby rose with clusters of blooms white flushed carmine.

JUST SCAN THE LIST! THE GREATEST OFFER EVER MADE



Great Gruss an Teplitz, Vivid Crimson

"Sometime in July I purchased about twenty small 1st year roses from you and they all did fine and are all alive. So far as I know they have never lost a leaf.—H. E. B., Longansport, Ind.

"All of my roses that I purchased from you last spring are blooming nicely."—F. J., Riverdale, Ill.

"The roses I got from you are doing fine. One of them is blooming although it is a one year plant. I am well satisfied."—G. B., Anoka, Minn.

"FAVORITE COLLECTION" \$1.00

Hardy climbing Roses have become immensely popular. Once planted they last a life time. For trellises, arbors or verandas they make a beautiful sight, producing thousands of flowers. All hardy, growing bigger and better year after year. Good for hedges. Can be trimmed for single specimens to any size. Read testimonial below.

SPECIAL OFFER

For \$1.00 we send 8 strong, sturdy, climbing Rose plants, best varieties, all labeled and different, our selection. 8 of them for \$1.00 postpaid. Please order as "The Favorite Collection."

8 HARDY CLIMBING ROSES, POSTPAID, \$1.00

Gentlemen—"Late in August I purchased two 'TRIAL COLLECTIONS.' The unusually severe winter killed out many well established trees. However, EXCELSA, CHRISTINE WRIGHT, AMERICAN PILLAR, TAUSEND-SCHON, BIRDIE BLYE and BABY DOLL wintered over and are in bloom as I write (June). Although only first size plants they out bloom many of my grafted roses for which I paid \$2.50 each. Although they arrived in the hottest month, August, they were so excellently packed that none even wilted upon being set out. Nothing You Say in Your Catalog is Exaggerated."—Mr. M. Z., Monticello, Wis.

OUR GREAT TRIAL COLLECTION

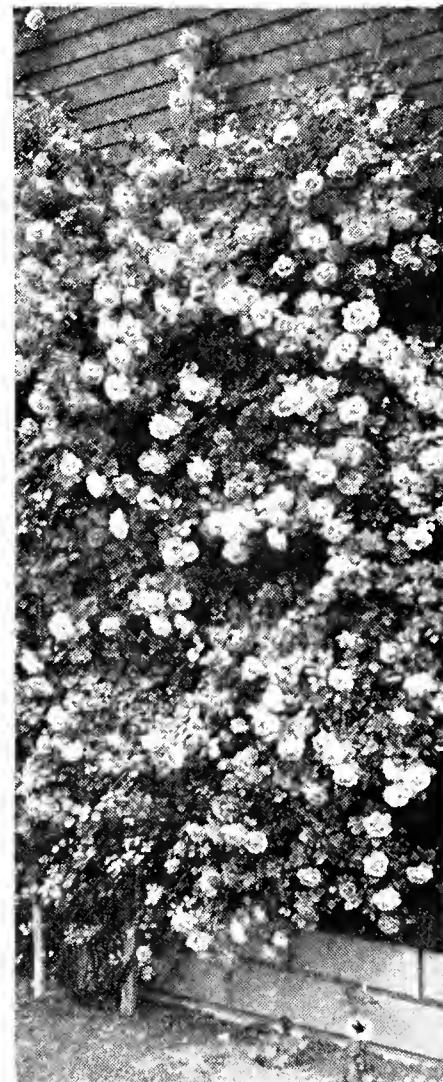
Ours is the greatest collection of own-root roses in America. The list includes the finest of the world's production. Many superb varieties find their way to prominence in this great collection. White, pink, red, yellow, fancy colors—all are found here in bush and climbing types—rare varieties, our selection sure to grow, sure to bloom.

8 Superb Potted Roses for \$1.00 Postpaid

We include in the collection "Gruss an Teplitz," considered one of the world's 12 best roses; "Mrs. B. R. Cant," one of the really great everblooming garden bush roses, rosy red; "Marie Pavie," a baby rose; white flushed carmine and 5 others, our selection, all labeled, sent postpaid for \$1.00.

Be sure to order this famous "TRIAL COLLECTION" of one year old potted roses. The three roses, Gruss an Teplitz, Mrs. B. R. Cant and Marie Pavie are worth the price alone.

Order, Please, as "Trial Collection."



Hardy Climbing Rose Keystone in Favorite Set



White Cochet



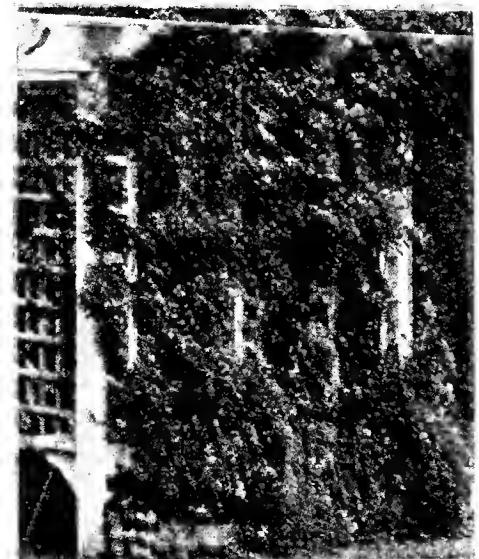
David O. Dodd



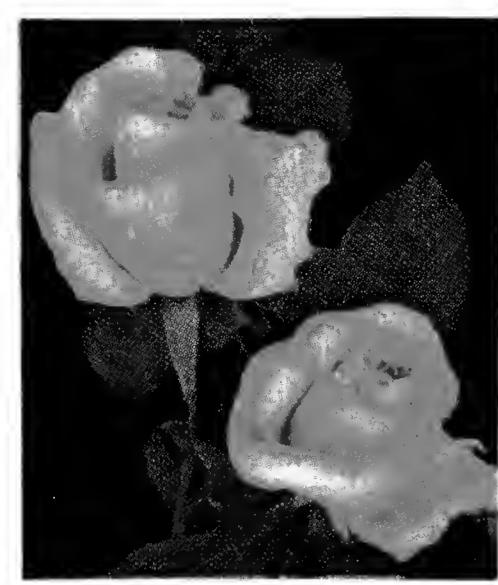
Climbing American Beauty



Alexander Hill Gray



Tausendschon



Lady Hillingdon

David O. Dodd Set

12 Strong, Vigorous \$1.75
First Size Plants

Here is our choice, 12 best, all-around roses for amateur or experienced planters in all sections of America. This collection has everything—health, freedom of bloom, beauty, fragrance and every imaginable color. Easy to grow, glorious flowers—all of bush type. We answer your question—"What are the 12 best varieties?" Here they are including that superb new rose, **David O. Dodd**. All hardy but winter protection always helps. Any 6 at dozen rate.

DAVID O. DODD—Gorgeous new crimson. Flowers 5 to 7 inches across. Full, deep, very double. Always blooming. Exquisite fragrance.

BABY DOLL—Dainty, exquisite. Perfect miniature flowers. Every color in rainbow—lavender, yellow, pink, fiery crimson. Gorgeous.

GRUSS AN TEPLITZ—One of the world's 12 best roses. Fiery crimson, shaded dark velvety sheen. Strong, vigorous grower. Hardy.

ALEXANDER HILL GRAY—We have not seen a more glorious perfect, pure yellow rose.

LADY HILLINGDON—Apricot yellow, shaded to orange on the outer edge of petals.

WHITE COCHET—Flowers are pure, glistening white. We think it the best white. Always blooming.

CLOTHILDE SOUPERT—A marvelous rose. Strong, dwarf, constant bloomer, double flowers, ivory white silvery rose center. None better.

MRS. B. R. CANT—Superb garden variety. Large, full, deep double flowers—crimson to pink, lighter in center. Fragrant.

MME. FRANCISCA KRUGER—Strong bushy habit. The flowers are very large, well filled; color salmon, deeply shaded coppery yellow.

CLIMBING AMERICAN BEAUTY—Perfect grower, hardy with vivid, rosy crimson flowers. Delicious fragrance. Blooms for weeks. Great rose.

BLUMENSCHMIDT—Pure citron yellow, outer petals edged tender rose. Very full, double flowers; remarkably vigorous grower.

TAUSENDSCHEON—“Thousand Beauties.” Flowers are every color and shade, borne on enormous trusses. Free blooming, gorgeous, hardy, climbing, rose.

SPECIAL OFFER

One each strong vigorous, first size plants, 12 in all postpaid for \$1.75. The entire set in strong 2 year old plants \$6.50 postpaid; the 12 varieties in still larger star size plants \$9.00 prepaid by parcel post. Order as the "DAVID O. DODD SET."



Baby Doll

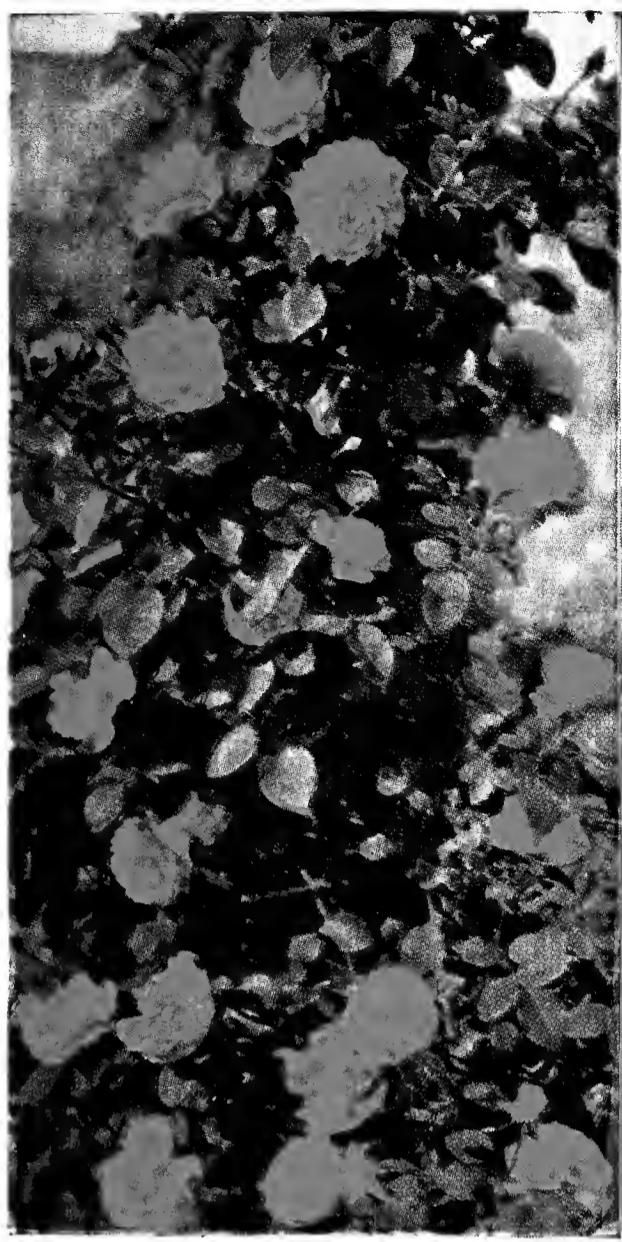


Blumenschmidt



Gruss an Teplitz

GORGEOUS NOVELTY ROSE BARGAINS



Keystone—New Hardy Free-Blooming Yellow Climbing Rose

Keystone
It's the long hoped-for, strong-growing, free-blooming, hardy, clear lemon-yellow, climbing rose. Sensational. Very fragrant. A beauty. Hardy everywhere. Needs no winter protection.

David O. Dodd

A superb novelty Rose. Flower 5 to 6 inches across, very double. Always blooming. Delicious fragrance. Deep velvety crimson. Truly gorgeous. Absolutely hardy everywhere.

Above Exclusive Productions are the Last Word in Rose Novelty. Easy to grow. Free blooming. Hardy. Price separately:

1 Year Plants 25c each, 2 Year Plants 70c each; David O. Dodd, 75c each. We pay Postage. Larger, star size plants, \$1.00 each, postpaid.

SPECIAL BARGAIN OFFER

**3 in All
Strong 1 Year
Plants 60c**

- 1 Famous Jeannette Heller Bush Rose
- 1 Hardy, free blooming Keystone Rose
- 1 Superb David O. Dodd Bush Rose

**3 in All
Strong 2 Year
Plants \$1.75**

**We Pay Postage
Safe Arrival,
Satisfaction
Guaranteed**



Our Lovely Jeannette Heller Rose

Lovely Jeannette Heller

For health, hardiness, freedom of bloom, color effects, it's the premier garden bush rose! Nearly a million sold. Shell pink in center, shading off to blush and yellow. Exquisite. Height 2 to 4 feet.



DAVID O. DODD
Great American
Rose

LARGER, STAR SIZE PLANTS **\$1.00 each POSTPAID**

OUR EVIDENCE OF UNIVERSAL SATISFACTION

Not what we say, but what others say, voluntarily. Thousands of our friends take the time and trouble to write us from all over the world. Here are a few of their letters. If you think you can't have beautiful results, just read these letters from amateurs and beginners. They show the high quality of our plants—how easy it is to succeed with them and that they "go and grow" everywhere.

British Columbia, Canada—I imported some rose cuttings from you which gave me real pleasure and would like to do so again.—K. J. B. D., Sidney.

California—Several years ago I bought one of your first size set of roses amongst which was a Rose Heller, and today it is the outstanding rose in my garden. Am ordering more roses and know I will be pleased with them.—Mrs. M. E. W., Long Beach.

Illinois—I purchased some rose bushes from your company in the middle of June to see if they were all that they were supposed to be, and I find that although I only purchased first year stock I have had just double the results that I expected. I bought 5 bushes, expecting to have two or maybe three of them live, but so far I have not lost one. So, I am going to get some more of your first year stock.—Mr. H. C., Grays Lake.

Illinois—My first order of roses arrived in such excellent condition, I decided to cancel an order to another house and order another dozen from you. Although your plants are double the first cost as compared to the other house, the condition of your plants on arrival are certainly worth the difference. Feel at liberty to refer any Chicago prospective customers to me. I certainly cannot praise your method of packing too highly.—J. L. R., Chicago.

Indiana—I am a new customer but this is my second order this year. My one year size Baby Doll is now in bloom in the house, I have had the plant just one month.—Mrs. R. H., Hartford City.

Indiana—I received my roses and they were sure fine. I also received some rose plants from you last year and they all went through the winter fine. I lost 15 budded roses last winter. Had the same care and protection your plants had. No more budded roses for me.—C. C. C., Terre Haute.

Iowa—I have some roses that I got from you some years ago. I had very good success with them. Mrs. L. L. McC., Little Sioux.

Kansas—I got one year old Pride of New Castle from you last year and did not give it any special care and it with some others did real well.—Mrs. H. C. B., Bucklin.

Michigan—Two months ago I purchased 3 rose bushes. I have tried for years to get some good Roses and I want to tell you they are the BEST.—C. S., Detroit.

Missouri—Roses arrived in splendid condition. Please send following order as soon as possible.—Mrs. H. R., Kansas City.

Nebraska—Last spring I received a shipment of roses from you and I want you to know how

much pleasure and pride we have had from them.—Mrs. G. W. T., Beatrice.

New York—My order has been received in perfect condition and plants the finest I have ever seen. G. J. B., New York.

New York—The roses I purchased from you one year ago are the best I have ever seen. They bloomed all summer up until late in the fall. Some of my friends want roses from New Castle.—Mrs. A. W. W., Buffalo.

New York—The roses I received of you last year are all alive and doing nicely.—Mrs. W. R., Remsen.

Ohio—I have been telling my neighbors how much better own root roses are than some of the grafted and budded stock, they have been having trouble with.—J. M. N., Dundas.

Oklahoma—Five years ago I ordered several of your smallest rose bushes and they arrived in perfect condition and not one of them died. They are now large bushes and bloomed the first year and each year are more beautiful. Just wanted you to know we did not give them any special care and now I would like to order a few more bushes.—Mrs. P. E. A., Tulsa.

Oregon—The plants bought from your company arrived in excellent condition. They are making fine growth and thank you so much for such excellent plants.—Mr. H. R. K., Joseph.

Pennsylvania—I have quite a number of your roses in my garden and they seem superior to those ordered from other firms.—Mrs. L. B. Y., No. East.

Pennsylvania—We have had Jeannette Heller roses for at least fifteen years. The Jeannette Heller Rose can not be excelled in many respects.—Mrs. A. O. K., Shippensburg.

Texas—The eleven plants I got this spring are lovely now. Did not lose a one. The 2 year plants are full of blooms. Am well pleased.—Mrs. W. A. H., Dalhart.

Virginia—I purchased from you several years ago some roses among which were two Jeannette Hellers. Those roses have turned out to be the most wonderful I have ever seen, blooming sometimes as much as eight months out of the year and producing flowers in quantities.—M. B. L., Norfolk.

Virginia—Your roses bloom and are a delight.—Mrs. J. B. H., Hilton Village.

West Virginia—The roses (12) I purchased from you last spring, one year old plants, are by far the finest I have ever bought.—H. A. D., Buckhannon.

Wisconsin—I appreciate the fine service you have shown me and I want to thank you for it. I thank you for the fine rose bushes you sent me.—W. N., Racine.

PLACE
THREE-CENT
POSTAGE
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HERE

HELLER BROTHERS COMPANY

NEW CASTLE

P. J. Lynch, Owner

INDIANA

Please write name and address plainly

Name		
Street and No.		
Rural Route	Box No.	
Post Office		
State		

Have You Ordered-----



Baby Doll

Jeannette Heller

David O. Dodd

Keystone

Talisman

Don't Miss these Gorgeous Roses for sale by

HELLER BROTHERS COMPANY

ORDER SHEET — 1937

“Roses of New Castle” HELLER BROS. CO.

New Castle Rose Company P. J. LYNCH, Owner New Castle, Indiana

Please Write Plainly— Use this sheet for order only. If a letter is necessary use a separate sheet of paper, and enclose a stamped, addressed envelope or post card for a prompt reply. Order sent C. O. D. if desired. Credit accounts opened if wanted. Bank reference, please.

Name Date 1937
Street, P. O. Box
or Rural Delivery Amount \$
Enclosed \$
Remit by Post Office or

Postoffice _____ Check, Bank Draft or
Registered Letter at our

County _____ State _____ Stamps accepted for small amounts.

When to Ship _____

NOTICE — In the absence of YOUR instructions when to ship, goods will be sent AT ONCE

Continue order on other side

Amount carried over

Buying from us by mail is made easy. If not convenient for you to send Post Office Order, Money or Check with order, we will gladly send goods by Parcel Post, C. O. D. Just pay the postman when the goods arrive. All goods sent by Parcel Post, prepaid at prices given in catalogue.

We guarantee safe delivery to your door. When goods are ordered sent by express, the purchaser pays the express charges.

DESIRABLE PLANTS FREE

You may select FREE any ONE of these desirable plants, provided your order amounts to \$2.50. If your order amounts to \$3.00 you may select any TWO of these plants or if order amounts to \$4.00 you may select any THREE. For an order of \$5.00 or more, you may select any FOUR plants. These splendid one-year-old plants are absolutely free, but you must ask for them when you order. No more than four free plants may be selected with any one order, no matter the amount over five dollars.

Excelsa, a hardy, vivid crimson, climbing rose.

Gruss an Teplitz, fiery crimson; one of the world's 12 best roses.

Chrysanthemum, one of any variety on page 24.

Hardy Climbing Roses, one of any variety on pages 16 and 17.

Climbing American Beauty, hardy, superb, rosy crimson climbing rose.

The following flower-loving friends would like to receive your free catalogue,
"The Roses of New Castle."

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On this page we give a complete alphabetical list of all the Roses offered in this book, showing the class to which they belong, and the page on which they are described. Abbreviations used: Tea, Everblooming Teas; H.T., Hybrid Teas; H.P., Hardy Perpetuals; C.T., Climbing Teas; H.C., Hardy Climbing; M. Moss; Pern., Pernetiana; P., Polyantha; Rug., Rugosa; C.H.T., Climbing Hybrid Teas.

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TERMS AND GUARANTEE

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Please Use Order Blank and write name and address plainly. Write letters on separate sheet. Please enclose stamped envelope if special information is wanted.

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To Whom It May Concern:—“Mr. P. J. Lynch, owner of Heller Bros. Company, stands high in the business community and does an extensive nation-wide business. We recommend him as an honorable, upright business man, whose guarantee may be relied upon at all times.”

Citizens State Bank, New Castle, Ind.



Gorgeous Chrysanthemums

6 Pompons 50c

Uvalda—Early. Pure white.

Sunshine—Yellow.

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Red Doty—Red. **Red Beau**—Brown.

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One Each of Above 6 Pompon
Mums for 50c Postpaid. Please Order
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8 Superb Mums 75c

These are the varieties with immense flowers that you see sometimes measuring six or seven inches across. These are gorgeous. Sure to grow and absolutely sure to bloom this year. You can have them in all their glory and they last for years.

8 superb varieties of our selection from list on page 24. All sure to bloom this year in wonderful profusion. 8 distinct large flowering varieties, all labeled. 75c postpaid. Please order as "Superb Collection."

These famous New Caste Chrysanthemums may be termed hardy as they are hardy pretty nearly everywhere. The Prompon varieties are very hardy indeed. They are among the most beautiful of all outdoor flowers and our sales run into the tens of thousands. Our list includes every color and shade. Blooming in the late fall they continue showing their gorgeous flowers even after heavy snows. They are indeed the glory of the autumn days. They are practically insect proof. Bear hundreds of blooms. Their culture is very simple. Plant in good rich garden soil and do not over water but keep them moist to the bottom of the roots. Give good drainage by digging the soil deep. After the plants develop, enrich them with a good standard fertilizer, also mulch around the plants with well rotted cow manure. When flower buds appear give them plenty of food. If you want extra large flowers, pinch off small buds, leaving the strength go into the remaining ones. Mulch heavily during the winter. In extremely cold climates the clumps may be brought in and stored over the winter in a cool, dark cellar, then plant them out again in early spring.

HELLER BROTHERS COMPANY

P. J. LYNCH, Owner

NEW CASTLE, INDIANA